

The NATIONAL UNDERWRITER

Life Insurance Edition

Now—

4-DIMENSIONAL LIFE INSURANCE PREMIUMS

✓ The larger the amount of the policy, the smaller the premium per thousand

and

NEW A & S PLANS

- ✓ Executive Disability Policy
Guaranteed-Renewable to age 65.
Guaranteed-Premiums.
- ✓ Level accident and sickness benefits to age 65.
- ✓ Select Hospital & Surgical Policy
Guaranteed-Renewable for life.
Premiums subject to change only by class.
No reductions in benefits even after age 65.

These features are now available in most States.



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The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character

FRIDAY, MAY 31, 1957

MONEY DOES IT!

Starting right now, on a whole series of new policies, **Mutual Of New York** offers you three great ideas in life insurance:



1. A reduction in various premium rates!

Starting right now, MONEY reduces its premium rates on "whole life" plans, at adult ages, for policies with a face value of less than \$5,000. This means

more insurance protection for your gross premium dollar. Dividends paid on such policies make the net cost less than the premium paid.

2. Even lower rates on larger amounts of insurance!

Starting right now, on nearly all types of life insurance for individuals, MONEY offers you discounts on bigger policies with face amounts of \$5,000 to \$10,000, and an even larger discount when the policy is for \$10,000 or more. You save, just as you save when you buy the larger-size packages at your grocery store. For examples of premium discounts, see table.

Policy Face Amount	Discount	How much less you pay . . .	
		in 10 years' premiums	in 20 years' premiums
\$ 5,000	\$1.25 per 1,000	\$ 62.50	\$125.00
7,000	1.25 per 1,000	\$7.50	175.00
10,000	2.00 per 1,000	200.00	400.00
15,000	2.00 per 1,000	300.00	600.00
20,000	2.00 per 1,000	400.00	800.00

3. A new easy way to pay!

Starting right now, if you have a Regular Checking Account, you can arrange with many banks to have your monthly premium of \$10 or more deducted. With this plan called "MONEY-MATIC," you don't even have

to write the check . . . MONEY-MATIC does it for you *automatically*! Now you can conveniently budget your insurance payments, and it will cost you less than the usual method of paying monthly premiums.

The new plans, or certain features of them, may not yet be available in all states.

This exciting MONEY news appearing in LIFE, LOOK, READER'S DIGEST, TIME and NEWSWEEK will reach 1 out of every 3 families in the U.S.A.

AGENTS! BROKERS!

FOR FURTHER INFORMATION CALL YOUR NEAREST MONEY OFFICE!



MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, NEW YORK, N. Y.

Life Insurance—Accident and Sickness—Hospitalization—Retirement Plans . . . FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONEY offices are located throughout the United States and in Canada.

MONEY TODAY MEANS MONEY TOMORROW!

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Illinois Life Agents Revamp By-Laws, Elect Regional V-Ps

**Discuss Family Plan
But Don't Find It The
Bogey Indiana Does**

By RICHARD DONAHUE

BLOOMINGTON, ILL.—Members of Illinois Assn. of Life Underwriters at their annual meeting here last week revamped association by-laws to allow for the election of six regional vice-presidents, thereby enlarging and geographically distributing the official family of the association. This new provision for electing regional vice-presidents follows a pattern already established by life agents' associations in a number of other states, including neighboring Indiana.

Illinois agents, however, didn't follow their Hoosier neighbors with respect to attitude toward the competitive and currently topical family plan. At the Indiana meeting, just a week before the Illinois meeting, the family

OFFICERS ELECTED

President: J. Kenneth Wyard, John Hancock, Peoria, succeeding Carl E. Lindstrom, Travelers, Evanston.

Administrative vice-president: Orville M. Thies, Metropolitan, Alton.

Secretary-treasurer: Gerhard C. Krueger, Equitable of Iowa, Chicago.

Regional vice-presidents:

Region 1. John M. Caffrey, John Hancock, Chicago Heights.

Region 2. C. F. Stansberry Jr., Northwestern Mutual, Joliet.

Region 3. Robert G. Lewis, Prudential, Kewanee.

Region 4. James T. Kenny, Metropolitan, Springfield.

Region 5. R. D. Danielson, State Farm, Bloomington.

Region 6. Fritz P. Dietz, Equitable Society, Centralia.

New directors elected include Orval Leukering, State Farm, Marion; Roy D. Simon, Penn Mutual, Chicago, and Frank Rockwell, Massachusetts Mutual, Champaign.

New officers will assume their duties July 1.

plan was brought up for considerable disturbing comment and called "the worst type of life insurance sold today, because it is conducive to 'twisting'."

In contrast in Illinois, James T. Kenny, Metropolitan district manager at Springfield, speaking for the field practices committee, said the family plan has caused only a minimum of disturbance in Illinois. "Just to get rumors is one thing," he said, "and to get specific cases is another thing. We are not going to bury our heads in the sand, but neither are we going to look in all corners," he said.

Mr. Kenny said he believes that if any Illinois agent has evidence that the established policies of his clients are being disturbed or replaced by

(CONTINUED ON PAGE 16)

Palmer of Indiana Expresses Concern Over Family Plan

Concern over the family policy and unalterable opposition to ex-commission group were confirmed by Alden C. Palmer, Indiana commissioner, in an interview with THE NATIONAL UNDERWRITER. Mr. Palmer was queried in view of statements about his interest in both matters made from the floor of the Indiana state association meeting, reported in THE NATIONAL UNDERWRITER last week.

Complaints to the department about the family policy have been "more than scattered," Mr. Palmer reported. Usually, he said, these are reports of older policies being dropped shortly after purchase of a family policy.

"From what I have determined," the commissioner stated, "the lapse of the older policy has not been technical twisting. What seems to happen is that when the prospect is approached on a family policy and states that he already has coverage, the agent compares the premium for his present insurance with the premium for the family plan and says, in effect, 'I certainly am not telling you to drop your old policy. Just use your judgment.' Technically, this is not twisting, assuming no misrepresentation of either the old or the proposed policy. But it is certainly condemnable practice."

"I believe that when the agent selling a family policy meets the objection, 'I already have insurance,' he should seek to overcome it by showing a need for additional coverage, not by com-

(CONTINUED ON PAGE 16)

Matson Buys Pacific Nat'l Life

Matson Navigation Co. has purchased a majority interest in Pacific National Life for \$5,719,400 after holders of 57,194 shares of the insurer's outstanding common stock accepted Matson's bid of \$100 per share.

The shares offered constitute 88% of Pacific National's outstanding stock, considerably over the two-thirds set forth as a condition of the purchase by Matson. Matson officials said they plan to re-offer to purchase all of the remaining stock outstanding, providing the \$100-per-share price is accepted on or before June 12.

It is planned that the Salt Lake life insurance company will eventually merge with a Matson subsidiary—Matson Assurance. The steamship company entered the insurance field in 1955 and now sells group life policies in seven western states, Alaska and Hawaii.

"Now we can offer both group and ordinary life to all clients, thus giving greater service and greater protection," H. B. Perrin, president of Matson Assurance, said.

The bulk of Pacific National's activities will continue to center in Salt Lake City and no changes in staff and other personnel are presently contemplated.

Fluegelman Quits Group Committee in 'Jumbo' Protest

NEW YORK—Stating that "it is obvious to me that the group committee has ceased to fulfill its function and there is apparently no reason for its further existence," David B. Fluegelman, general agent at New York for Connecticut Mutual, has resigned as a member of the group committee of National Assn. of Life Underwriters in protest against the "futility" of holding further meetings with representatives of the group companies.

Mr. Fluegelman, who is a past president of NALU and was the first chairman of its group committee, wrote to NALU President A. Jack Nussbaum that although company representatives have repeatedly affirmed their belief that sound limits on the amount of group life insurance are in the best interest of the insuring public, "the only fly in the ointment is the fact that the large group-writing companies have indicated they would not abide by the decisions of their own committees, and feel free to operate as they see fit."

In saying that there is apparently no further reason for the NALU group committee to continue in existence Mr. Fluegelman added: "I say this without acrimony but with a realistic recognition of the fact that the battle is lost."

"As a purely personal opinion," he continued, "I would like to give you my comment regarding the net effect of the numerous meetings held during the past six years. On each occasion, the company committees received us with great courtesy, patiently listened to our recommendations, and then, in effect, patted us on the head and told us to go home and be good boys, and next year we will hold another meeting. The conferences have developed into an Alice-in-Wonderland situation that no longer does credit to the deliberations of mature men seeking to solve a problem."

"It seems obvious that we should no longer waste our time in further futile discussions. If the companies at any

(CONTINUED ON PAGE 3)

Attempt Deal to Save Insolvent Dallas Insurer

In force figures for Physicians L.&A., now in temporary receivership, are being examined in a move which may save the Dallas insurer from being closed permanently, the liquidator has indicated.

J. D. Wheeler, the liquidator, said he is attempting to work out a deal through which another company would take over the approximately \$13 million of insurance in force. F. L. Kuykendall, attorney for the company, said that such a deal would leave Physicians L.&A. with approximately \$250,000 in government bonds and about \$175,000 in cash but without any business on the books. He said that court suits now pending probably would be dismissed and the firm presumably "would be allowed to start operating" all over again.

The Texas insurance commission recently revoked the company's certificate on the grounds that it was insolvent.

Record 357 Attend LIC Annual Parley at Carolina Resort

**Threat of Inflation,
X-17, Family Plan
Evoke Discussion**

By GEORGE E. WOHLGEMUTH

(Editor of The Life Insurer)

PINEHURST, N. C.—A total of 357 broke all records for meeting attendance at the 48th annual sessions of Life Insurers Conference here. Discussion centered on the continuing threat of inflation, the proposed mortality table and legislative and field problems, the last with particular reference to the family policy and pro-se-lying activity.

The Conference adopted a resolution opposing the New Jersey regulations requiring minimum non-confining disability benefits, restricting the use of house confining disability benefits, and prohibiting the use of bed confining disability benefits in acci-

LIC OFFICERS

J. I. Cummings, president, Empire Life & Accident, president.

R. B. Evans, president, Colonial Life, 1st vice-president.

J. T. Acree Jr., president, Lincoln Income Life, 2nd vice-president.

R. H. Dobbs, president, Life of Georgia, secretary.

New members of executive committee: Albert Ries, president, Philadelphia-United Life; C. A. Taylor, president, Southland Life; O. F. Stafford, president, Pilot Life (immediate past president of LIC)

1958 Meeting: March 23-25, Hollywood Beach, Fla.

dent and sickness policies with respect to weekly premium business. It directed its representatives to oppose the approval of such regulations by National Assn. of Insurance Commissioners at its June meeting and at all other appropriate times and places.

New members admitted at the meeting are American Life of Alabama and Peoples Protective Life of Tennessee.

Inflation continues as a threat to the economy despite government efforts to hold it in check, O. F. Stafford, president of Pilot Life, declared in his report as president. The combination companies are aware of mounting costs despite improved mortality and increased investment earnings. A squeeze in collection costs causes a squeeze on the agency force because there is a limit to what the companies can pay out, he said. He commended the anti-inflation advertising program of Institute of Life Insurance urging the public to save 5 cents of every dollar earned.

Deploping the trend to cut commissions on the "super-duper" policies many companies are offering, he said the companies should not cut their costs at the expense of the agency system which made efficient service

(CONTINUED ON PAGE 15)

N. Y. State Assn. Head Raps Lack of Group Limits

Some plain speaking of the legislative strategy that was used to prevent enactment of a group per-life limit in New York this year came from Harold W. Baird, Northwestern Mutual Life, New York City, in his report as president of the New York State Assn. of Life Underwriters, at the annual meeting in Buffalo.



Harold W. Baird

The National Assn. of Insurance Commissioners model group bill was introduced at the New York association's request and was almost immediately followed by a bill introduced at the request of Metropolitan Life, "containing no top-dollar limits and subjecting amounts in excess of a multiple of earnings to underwriting approval by the insurance superintendent."

Then Sen. Mitchell, an introducer of the second bill, called a conference in his office at which all interests were invited to speak.

"It soon became evident, however, that the sponsors of the Mitchell-McMullen bill wanted no limits at all,

two authorities to reconcile their statements and advise us how much ordinary insurance such a \$5,000-a-year man should buy—or would be granted—the answer, as you can well imagine, was considerably less than satisfactory."

Mr. Baird reported that the efforts of the state to tax agents under the unincorporated business tax were apparently being successfully contested, though the expected ruling has not yet come through. However, just last month a letter ruling was issued to an agent whose situation is typical, holding him exempt from the tax.

"This is the first definitely encouraging sign we have received," Mr. Baird commented.

Pacific Actuarial Club Meets June 6-7: Family Plan on Agenda

Actuarial Club of Pacific States will hold its spring meeting at Del Monte Lodge, Pebble Beach, Cal., June 6-7. Ralph H. Niles, Standard of Oregon, is president of the executive committee of the club, and Meno T. Lake, Occidental Life of California, is chairman of the program committee for the meeting. Ben J. Helphand, Pacific Mutual, is secretary.

Among topics for discussion will be the effects of the adoption of "family plans" on (1) the agency forces of companies having the plan, and (2) the agency forces of companies not having the plan.

The complete program follows:

1. The need for a new mortality table
 - a. Should X-17 be adopted as a basis for reserves and non-forfeiture values? Should use of the table be optional or mandatory? Would the table significantly affect dividends?
 - b. Are there better alternatives than a new mortality table as a solution to the deficiency reserve problem?
 - c. If we change our valuation mortality table, should we adopt separate tables for males and females? What are the problems involved in adopting a more favorable mortality table for female lives?
2. Group insurance
 - a. Are any modifications in benefits or additional controls necessary in our group major plan? Has the use of the "reasonable and necessary" terminology helped to control unreasonable charges under major medical policies?
 - b. What is the present status of the Model group life law pertaining to limits of issue? What effect will varying minimum group premium bases of states like New York and Ohio have when they are extra-territorial in nature?
 - c. What is the attitude of companies toward a contingency reserve following the New York or Missouri pattern?
 - d. Is such a reserve advisable on a voluntary basis when not required by law?
 - e. What are the prospects for relief from premium taxes on group annuities? How should consideration on deposit administration contracts be reported for tax purposes?
3. Electronic data processing equipment
 - a. What are the principal criteria for deciding when the application of electronic data processing machines will be economical?
 - b. What developments have there been which would make the use of electronic equipment more available to small companies?
 - c. What additions to the electronic equipment programs are required in order to supply the information necessary for examinations by the various states?
4. Miscellaneous
 - a. What is the effect of the adoption of "family plans" on
 - (i) the agency force of companies having the plan
 - (ii) the agency force of companies not having the plan?
 - b. Will the "cheaper by the dozen" approach to premium rates soon be adopted by most companies? What will its effect be on the smaller companies? Is there danger of the margins for contingencies and profit being driven down to inadequate levels?
 - c. How have the higher earnings on investments affected our premium rates and dividends? Can we expect the rise in interest rates to continue? Has the adoption of a 3% interest rate on bank savings accounts resulted in changes in our guaranteed rates on settlement options and annuities?
 - d. Several companies have recently adopted ordinary life policies having very high first year cash values. Are there dangers in such plans? Will they affect term insurance sales when they are used on a "full loan" principle? How are first year expenses allocated on such plans?

Storer Holds Top Award of Indiana Life Assn. for 1957

Horace E. Storer, general agent in Indianapolis for Bankers Life of Iowa, was designated as "Hoosier Life Underwriter of 1957," top association award in the state, at the recent annual meeting of Indiana Assn. of Life Underwriters in Indianapolis.

He is the third Hoosier to receive the citation, Oren Pritchard, manager, Union Central, Indianapolis, secretary of NALU, having received it in 1955 and Verlin Harrold, general agent, Lincoln National, Fort Wayne, in 1956.

The citation is for services to the industry, the public and the agent in Indiana "over and beyond the call of duty." Selection may be based on activities over the year immediately past or for sustained service over a long period of time.

Mr. Storer, son of the late Elbert G. Storer, NALU president in 1931-32, is credited in the citation for "unpublicized work in the formation of and during the early, faltering years of the existence of the Indiana state association, when he served high in its councils and as the second president in its history, service without which the association would never have been formed and would never have survived once formed."

In addition to the presidency of the state association, Mr. Storer was one of the organizers of General Agents & Managers Assn. of Indianapolis and served as its president, and has served as president of the Indianapolis CLU chapter and on the board of the Purdue institute. He was one of the organizers of the Indiana caravan sales congress, which draws annual attendance said to be equalled by few other state caravans.

Republic National V-P Authors Book on Managing Conventions

Jack R. Morris vice-president and director of public relations for Republic National Life, has written a highly readable and humorously illustrated book on his 25 years of experience in the management of life insurance conventions. The book has been published by Republic National for the benefit of its reinsurance clients.



Jack R. Morris

Entitled *So . . . You're Going To Run a Convention*, the book includes a great deal of factual information and also many of the author's own experiences. These he describes in this way: "Some of these experiences have been happy . . . some sad . . . but all were educational."

Chapter headings include such subjects as: "27,000 Hotels to Choose From," "Hotels, in Three Types," "Don't Stay all Summer," "It Will Pay You to Case the Joint in Advance," "Yes, you'd Better Have a Budget," and "You'll Need Generals and Privates."

The refreshing vein of Mr. Morris' book is typified by the way he introduces the chapter entitled "Don't Stay all Summer." It starts as follows: "It's a fact! Your convention can easily be too long. When the qualifier is bored, you are certainly wasting money. . . far better to let him leave wishing he could stay longer than to let him become tired of 'the joint.'"

Abner Thorp, Founder of DLB Service, Dies

Abner Thorp Jr., who founded the Diamond Life Bulletins for the National Underwriter Co. in 1918 and was editor and manager until his retirement in 1950, died in New York last week at the age of 76.



Abner Thorp Jr.

A dominant figure in life insurance publishing and originator of the first loose-leaf service in any phase of the insurance business, Mr. Thorp was born in Cincinnati Sept. 21, 1880, and graduated from Amherst college in 1903. He then attended Cincinnati Law school, now part of the University of Cincinnati, was admitted to the Ohio bar and practiced law until 1913, when he entered the insurance business with Provident Mutual. His experience there convinced him of the need of life insurance men for reliable, accessible and up to date information. He found the late E. J. Wohlgenuth, president of the National Underwriter Co., sympathetic to his ideas. As a result, the statistical volume, containing information on rates, dividends, values and other features of contracts of the 45 leading companies, was launched in 1918, followed shortly by the first sales pages. Thanks to Mr. Thorp's pioneering and particularly in persuading companies that this information should be made public, the service took hold and eventually grew to its present 11 volumes.

In the ensuing years, Mr. Thorp achieved tremendous stature among life insurance men throughout the country. His keen, analytic mind and his ability of expression made him a national authority and in demand throughout the country. Perhaps his most outstanding public contribution to the business was his appearance before National Assn. of Life Underwriters at Pittsburgh in 1931. His talk on "Life Insurance as Property" came during the depths of the depression, when public confidence in any form of business was at a low ebb. His emphasis on the investment features of life insurance and his argument that life insurance was the soundest investment did much to revive the sagging morale of life insurance agents.

Mr. Thorp married the former Jean Howe, a concert pianist, in 1934. Always deeply interested in music, he moved to New York after he retired in 1950, where he and Mrs. Thorp pursued their mutual interest.

Franklin Life to Hold Four Agents Convention

The first of four agency conventions is being held by Franklin Life this week at Edgewater Gulf hotel at Edgewater Park, Miss.

Only one general business session is being held during the three-day meeting and speakers are Harry D. Hennis, general agent at Dover O., and two Million Dollar Round Table members: Russell W. Huether, St. Louis, and Herman Watson, Fort Payne, Ala. Other conventions will be: northeastern, Bretton Woods, N.H., June 3-6; northwestern, Grand Teton National Park, Wyo., June 24-27; and southwestern, Coronado Beach, Cal., July 1-4. The conventions will draw 650 sales leaders and their wives.

Lincoln Grad

Lincoln general agent, week annual rate a grative June

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Lincoln National to Inaugurate Graduated Premium Plan June 3

Lincoln National Life at its three-day general agents meeting in Chicago this week announced that it will inaugurate a graduated premium plan effective June 3.

Called the four-dimensional premium plan, the system will be applied in most states to virtually all new Lincoln National Life policies regardless of whether the premiums are payable on an annual, semi-annual, quarterly, or monthly basis. The probable exceptions are special pension trust and single-premium policies.

Under the four-dimensional plan, the premium rate varies with every amount of insurance, rather than when the amount exceeds \$5,000 or \$10,000, according to Jack E. Rawles, 2nd vice-president of Lincoln National, who compared his company's premiums with some of the other graduated premium plans now in use.

In describing the thinking behind the company's new 4-D premium rate, Mr. Rawles said that premium rates have generally depended upon the insured's age, plan, and insurability. The fourth dimension now being added is, of course, amount of insurance.

The simplicity of Lincoln National's new plan was emphasized by Mr. Rawles who explained that under the 4-dimensional premium rate plan only one set of rates will be published, instead of three or four. In computing premiums, the Lincoln agent will now have a basic premium to which will be added the 4-D factor, a \$7 annual fee which remains the same for each policy regardless of size. The total annual premium payable will consist of the basic premium multiplied by the amount of insurance, with the 4-D factor (\$7 fee) being added to this total. For example, a \$2,000 policy at \$20 a thousand would cost \$40 plus the \$7 fee, or \$47, or \$23.50 a thousand. A \$10,000 policy at the same \$20 rate

would be \$200 plus the \$7 fee, or \$207, or \$20.70 a thousand. Under this same arrangement, a \$100,000 policy at \$20 would cost \$2,000 plus \$7, or \$2,007, or \$20.07 a thousand.

The minimum policy to be issued under Lincoln National's new 4-D plan will be \$1,500.

Compared to the company's previous rates on most plans, the 4-D premiums give slightly higher premiums per thousand for smaller amounts of life insurance and lower premiums for larger amounts, the breaking point generally coming between \$3,000 and \$5,000. Mr. Rawles said the new system will eliminate the need for special policies for larger amounts or for reduced commissions to achieve more competitive rates.

Another feature of the three-day general agents meeting was the announcement of new coverages in A&S, also effective June 3. The new A&S coverages will include a group of guaranteed-renewable to age 65, guaranteed-premium plans, highlighted by a disability policy providing level benefits on both accident and sickness to age 65.

Leader of this new A&S line is the executive 265 disability policy which carries a wide selection waiting periods plus optional lifetime accident, principal sum and hospital and surgical benefits. In this policy, premium waiver is automatically included, and policies issued in amounts up to \$300 a month.

Other new company developments announced at the meeting are:

Bruce Shepherd Heads Underwriter Training for New England Life

Bruce D. Shepherd, underwriting secretary of Berkshire Life since 1956, has been appointed supervisor of underwriting training and research of New England Life, effective July 1. He entered the business with Connecticut General in 1935 and joined Berkshire in 1952, becoming assistant secretary in 1952. He is the son of the late Clinton O. Shepherd, vice-president and actuary of Travelers, and nephew of Bruce E. Shepherd, manager of Life Insurance Assn. of America, and of Pearce Shepherd, vice-president and actuary of Prudential.

1. A new major medical employee package plan for organizations of 10 to 25 lives.

2. A new commission schedule for group sales.

3. In connection with a revision of policy forms and applications, a single application form has been developed for all life insurance over age 14 whether the insurance is applied for by the proposed insured or by a third party.

4. Full coverage will now be provided from date of issue on new policies issued on children under six months and the special juvenile policy form has been eliminated.

5. An instalment refund annuity settlement option is offered in addition to the 10, 15, and 20 years certain annuity option.

6. The paid-up addition dividend option will now be available on policies for sub-standard risks.

Bill to Reorganize Texas Department Wins by Big Vote

AUSTIN—Ouster of the present Texas board of insurance commissioners through creation of a state board of insurance plus a new executive commissioner of insurance is provided in a measure passed overwhelmingly by the legislature May 23, after a political battle waged successfully by Gov. Daniel.

On the following day Commissioner Mark Wentz resigned, issuing a statement pointing to his official services. John Osorio, who has been chairman since January, has indicated that he will stay in office until the new board takes over, and Joe P. Gibbs, the third member, accepted the appointment on a temporary basis.

Under the bill the new board will serve full-time through Aug. 31, 1958, with each member receiving \$15,000 annually, and after that the board will go on a part-time basis, with a per diem of \$50 and expenses. The board is to act in a supervisory capacity, with administration of all details placed on the new commissioner, whose salary will be \$20,000 a year.

The act carefully spells out the point that the board must operate as a unit and is to "determine policy, rules, rates and appeals" for the commissioner to execute, and of course sets up a procedure of hearings and appeals to courts on contested rulings.

No person "directly or indirectly interested" in insurance is eligible for appointment to the board or as commissioner nor can he accept employment in the board, according to the act, the only exceptions being an assured or beneficiary. The appointees must have had 10 years of "successful experience in business, professional or government activities," and the commissioner, who is to be selected by the board, must have had "at least 10 years in administrative or professional experience and shall have had training and experience in the field of insurance or insurance regulation."

Some other stipulations: Board members may not run for any public office without first resigning; they may not accept "any money, gift or anything of value" from any insurance company or agent, subject to a prison term for conviction, and the same prohibition applies to the company or agent making the offer.

Finally the act, in rounding out the complete divorce of the board from the insurance fraternity, provides that within three years the board must move its offices into quarters that are not connected with any insurance company, agency, broker or adjuster. In fact, an appropriation is set up of all unexpended balances on hand or in special funds to provide a site and office building for the board, obtained through the state building commission.

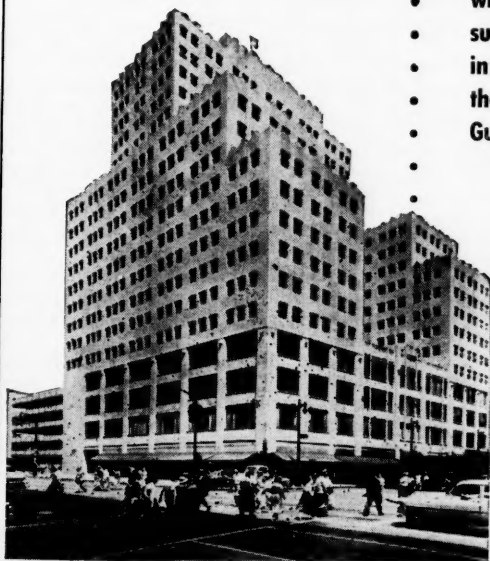
Gov. Daniel hailed the measure as meaning a "new administration of the insurance laws," but a number of legislators called the new plan unsatisfactory even though they voted for it.

Mr. Wentz, in submitting his resignation, said in part: "Some of my decisions during my tenure were sure to displease certain influential people in the industry and the state and could not be expected to endear me to the selfish interests whose excessive profits were reduced. . . . I am proud to stand on my three-year record of accomplishment."

COMMONWEALTH LIFE

INSURANCE COMPANY

- One of the Nation's billion-dollar companies
- with more than 1000 successful Fieldmen . . .
- in seven States . . . from the Great Lakes to the Gulf Coast.



HOME OFFICE:
**Commonwealth Building
Louisville**

The Tallest, Finest Office
Building in Kentucky

Fluegelman Quits Group

Committee in 'Jumbo' Protest

(CONTINUED FROM PAGE 1)
time in the future, indicate specifically that they are ready to take positive action of some nature, it might be well for us to reconsider further meetings with them."

From what could be learned, it does not appear that Mr. Fluegelman's resignation presages any other resignations from the NALU group committee. Other members feel that even if the group per-life limit battle is as lost as Mr. Fluegelman says, there are still other problems for the group committee to handle. Among these are synthetic groups, group dependency plan, and the demands for the writing of welfare fund cases at ex-commissioner rates.

Bob Reno, Equitable Society, Chicago, an original member of the NALU group committee, was contacted by THE NATIONAL UNDERWRITER. He echoed some of the sentiments that prompted the resignation of Mr. Fluegelman, but said that he sincerely hoped that the NALU group committee's five long years of tireless working and meeting with the joint company committees will not go in vain. Mr. Reno said he was hopeful that several other acute problems facing the field forces in this country can be resolved in the interest of the life insurance industry and the insuring public.

1957 Time Saver Is Off the Press

The continuing progress in providing individual voluntary coverages for the American people is very much in evidence in the new *Time Saver* for accident and sickness insurance for 1957, the 34th year of that publication. It is compiled for agents each year by the *Accident & Sickness Bulletins* of The National Underwriter Co., Cincinnati. It has 960 pages and its price is \$6.50.

The *Time Saver* describes individual commercial, non-cancellable, and guaranteed renewable types of policies and their riders, issued by 91 companies and organizations which together represent the major premium volume in those coverages. The descriptions are complete as to coverages provided, premiums for all ages, exclusions, reductions, special provisions, limits written, and supplemental data.

It is estimated that the new edition represents a greater number of important changes in policies and premiums in a year's time than any previous edition in a good many years. These are

noticeable in comparing it with last year's edition: The new contracts, more non-cancellable policies, issuance of more guaranteed renewable forms with adjustable premiums, more long-term income coverages, developments in guaranteed coverages for senior ages, new versions of major medical, and premium changes.

The book is a real "handful" of policy information. It is compact, of handy small page size, and is printed on durable thin paper. It provides the answers to countless questions about the contracts it describes. It has two indexes, one of companies and one of policies, and contains a foreword that explains how to get the most from the contents. Its supplementary information includes a summary of social security disability benefits, the wording of the uniform policy provisions of 1950 with comparisons to the old standard provisions, and analyses of disability provisions in life policies of some 170 companies.

General Agents & Managers Conference of National Assn. of Life Underwriters has formed its 133rd local association. It is at Midland-Odesa, Tex.

Great-West Regional Meetings Draw 900

Recent increases in interest rates were described as being "perhaps the biggest outside influence to hit our business in 20 years," by D. E. Kilgour, general manager of Great-West Life, at the company's eastern and western regional conventions at Boca Raton, Fla., and Coronado, Cal.

Other speakers at the three-day regional sales conventions which attracted 900 people were: P. S. Mills, manager of advanced training; C. M. Simpson, representative at Calgary, Alta.; R. H. Perkins, district manager at Klamath Falls, Ore.; Newman E. Long, branch manager for north Texas; R. C. Brown, Nova Scotia supervisor; Milton J. Rappoport, supervisor at Cincinnati; and Earl M. Schwemm, manager, Chicago.

The impact of the recent upsurge in interest rates is not immediate nor is it possible to say how long the situation will remain, Mr. Kilgour said. "However, its effect has been dramatic and it is building future earnings which will have their influence 20 years hence."

Markets and opportunities which exist today because of the rapid change in income distribution were pinpointed by Mr. Mills. "Families have the power of choice over the spending of an increasing number of dollars over and above the cost of basic essentials, and they have the discretionary spending power to carry an amount of life insurance two-thirds greater than they now own," he declared.

Mr. Schwemm gave a three-dimensional view of life insurance, which he said is "a kind of selling philosophy which is, like our 3-D pictures, in the focus of our times—personal, realistic and modern." The 3-Ds of life insurance, Direction, Discipline, and Desire, were the essential components of the picture of "success in life insurance selling."

Mr. Rappoport, a lawyer and certified public accountant, said his only regret about being a life man was that "I did not take this action years sooner." Since becoming a life man, he said he had made two significant realizations: In most cases, life insurance is an indispensable part of planning; he was not serving as many

people as he could, because as a lawyer he could not solicit business.

Mr. Brown told the audience why he enjoyed being in the life business and his testimonial was re-echoed by Mr. Perkins and Mr. Simpson. No income restriction, independence, no forced retirement, freedom of activity, personal development and opportunity to serve the community were reasons Mr. Brown gave for his satisfaction in his business.

Income is dependent on individual effort in life selling, Mr. Perkins said, and he described the life agent as being in "the best paid hard work known" and conversely, "the worst paid easy work known."

Helen L. Zeller, a member of the Midland Mutual Life agency department staff, has observed her 35th anniversary with the company and was presented with a diamond pin by President C. O. Sullivan.

STOCKS

By H. W. Cornelius Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, May 28, 1957

	Bid	Current	Asked
Aetna Life	206 1/2		208 1/2
Beneficial Standard	17 1/2		18 1/2
Cal.-Western States	86 1/2		89 1/2
Colonial Life	125		129
Columbian National	81		84
Commonwealth Life	25 3/4		26 1/2
Connecticut General	293		300
Continental Assurance	126		128
Franklin Life	105 3/4		107 1/2
Great Southern Life	75		78
Gulf Life	28		29
Jefferson Standard	93		95
Kansas City Life	1215		1240
Life & Casualty	20		21
Life Insurance Investors	15 1/4		15 3/4
Life of Virginia	117		120
Lincoln National Life	219		222
National L. & A.	96		98
North American, Ill.	19 3/4		20 1/2
N. W. National Life	84		87
Ohio State Life	268		274
Old Line Life	56		60
Republic Natl. Life	37 1/4		38 1/2
Southland Life	96		100
Southwestern Life	110		115
Travelers	85 3/4		86 1/2
United, Ill.	23 1/2		24 1/2
U. S. Life	31 3/4		32 1/2
West Coast Life	46		47
Wisconsin National	62		65

GENERAL AGENT OPPORTUNITY

CAN YOU PROSPECT?

Do your prospects come directly from your own effort, ability and imagination and not from office leads, your supervisor, your manager?
Can you show others "how to"?

CAN YOU TELL A CONVINCING SALES STORY?

If you're doing well right now with what you've got, you'll do better with our proven competitive merchandising plans featuring dismemberment—lifetime income—top value income settlement option—and the premium payment plan of the future, Check-O-Matic.

Can you inspire and show others "how to"?

CAN YOU COMPETE?

Do you enjoy competing with others? More important, do you compete with yourself?
Can you instill this spirit in others?

DO YOU REALLY WANT TO EARN MORE MONEY?

Do you want to earn top present and future dollars for your own personal "know how" and for your ability to show others "how to"?

HERE'S YOUR ANSWER!

Highest lifetime service fee in the business to adequately compensate the career underwriter—fully vested renewals for 9 years—top 1st year commission on par and non-par policies—agency office allowance—non-contributory pension plan—operating capital for new agents.

Write, Wire, Phone
FREDERICK E. JONES, President
HOWARD W. KRAFT, Vice President
and Director of Agencies

THE OHIO STATE LIFE
Insurance Company
COLUMBUS 15, OHIO

Licensed in: Arizona, California, Delaware, D.C., Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Minnesota, Missouri, N. Carolina, Ohio, Pennsylvania, Texas, Virginia and West Virginia.

Iowa Life Agents Assn. Elects Greenstone of Sioux City President

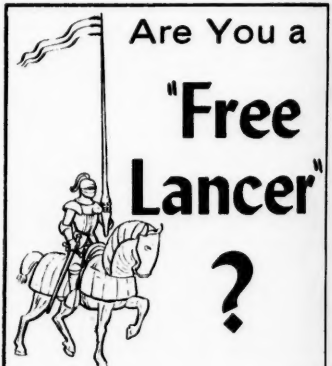
Morton Greenstone, Aetna Life, Sioux City, was elected president of Iowa Assn. of Life Underwriters at the annual meeting of the group at Des Moines. More than 400 attended the meeting and annual sales congress.

Don Repass, Minnesota Mutual, Waterloo, was named 1st vice-president; C. R. Johnson, Equitable Society, Spencer, 2nd vice-president; and Charles Holman, Connecticut General, Des Moines, secretary-treasurer.

Lisle D. Payne of Des Moines, who has been acting as state national committeeman, was named to a three year term.

Regional vice-presidents include Gerald E. Malone, New York Life, Ames; C. R. Wallace, Bankers Life of Iowa, Cedar Rapids; Robert Smyth, McLauray, American Mutual, Burlington; and G. W. Kirn, Northwestern National, Council Bluffs.

The Des Moines association captured the state trophy for outstanding service.



... one of those versatile, rugged individualists who is frankly in this business for the money?

Then we want YOU

... and, when you learn about our astonishing new "4-Star Contract"...

You'll want US!

Write (strictly confidential) to
Evans M. Jacobson, Supt. of Agents

Mutual Savings Life

Opportunities in
Arkansas, Indiana,
Iowa, Kentucky,
Mississippi,
Missouri, Ohio.

Mutual Savings Life

St. Louis 12, Mo.

Substituted for 'W' State I

The wo...
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State Mu...
Sept. 15...
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America I...

It is...
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Buchers Insurance

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vice-presi...
A. E. W. I...
Gravely, F...
W. Morga...
reau.
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being: Jam...
cy; C. W...
Fireman's...
Jr., Massa...
Lewis, Gre...
McCord.

Engels N. Y. C.

Ralph G...
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San Antonio Financial

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of San Ant...
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LIFE

Life Actua...
Group Act...
Credit Life...
Sales Prom...
Home Offi...
Group Mg...
Methods I...
Zone Man...
Employer...
majority o...
Openings...
part of lar...
—all area...
tails about...
to register

FER

Insura...
330 S. We...

Substitute 'America' for 'Worcester' in State Mutual Name

The word "America" will be substituted for "Worcester, Mass.," in State Mutual's corporate name on Sept. 15. The new official name will be State Mutual Life Assurance Co. of America.

It is important to emphasize the breadth of the areas which the company serves rather than the location of the home office, according to President H. Ladd Plumley. State Mutual operates on a nationwide basis.

The name change was voted by the directors on authorization of the policyholders at the annual meeting.

Buchel Heads Dallas Insurance Club

A. R. Buchel, senior vice-president and secretary of Gulf and Atlantic, was elected president of Insurance Club of Dallas to succeed D. C. Williams of Southland Life at the annual meeting this month. Other new officers are: 1st vice-president, L. Mortimer Buckley, New England Mutual Life; 2nd vice-president, Arthur E. W. Barrett of A. E. W. Barrett Co.; treasurer, W. L. Gravelly, Home, and secretary, Charles W. Morgan, General Adjustment Bureau.

Five new directors were elected, they being: James E. Wallace, Wallace agency; C. W. Morgan, GAB; P. L. Pitts, Fireman's Fund; Raymond Campbell Jr., Massachusetts Mutual Life; R. N. Lewis, Great National Life, and Hancel McCord.

Engelsman to Address

N. Y. C. Assn. June 5

Ralph G. Engelsman, sales consultant of New York, will address the annual meeting of New York City Assn. of Life Underwriters on June 5 at 2:30 p.m. at Hotel Statler. His topic will be "Trends in Selling Life Insurance: A Prediction of Things to Come."

Officers and directors for 1957-58 will be elected and installed.

San Antonio CLUs Hear

Financial Economist

Economic progress during the past two years was reviewed by Leslie C. Peacock, financial economist of Federal Reserve Bank of Dallas, at a meeting of San Antonio CLU chapter.

Mr. Peacock said economic expansion was paralleled by a marked upsurge in the demand for credit gener-

ated by higher levels of production and employment. "In this environment," he said, "the principle objective of Federal Reserve credit policy has been to prevent the development of excesses in the money supply relative to the available supply of goods and services."

He said the present credit situation was created by the heavy press of credit demand against a limited supply of loanable funds which exerted upward pressure on interest rates and necessitated more selective lending policies on the part of banks and other financial institutions.

Society of LOMA Grads Elects Eitel President

William W. Eitel, methods manager of Home Life of New York, was elected president of Society of LOMA Graduates at its annual meeting at New York. He succeeds Corwin H. Barnum, assistant secretary of Teachers Insurance & Annuity.

Also elected were Edwin D. Spreckelsen, group home office representative of Mutual of New York, vice-

president; Charles F. Hahn, expeditor of the underwriting department of Mutual Benefit Life, treasurer; Elizabeth E. Hogan of the group records department of Equitable Society, secretary; Ida Cepicka, assistant investment officer of Teachers; Eugene R. Kintgen, assistant manager of the group department of New York Life, and Paul E. Mais, administrative vice-president of National Health & Welfare Retirement Association, new council members.

Join The March To N-A-A-I-C*



Top Commissions . . . Level A & H Renewals . . .

a Life and Accident & Health Plan for Every Prospect

More and more discriminating insurance men are learning that it's smart business—profitable business—to work with the North American Accident Insurance Company of Chicago.

Our agents are satisfied agents because in our 70 years of service to personal insurance underwriters, our commitments have always been rigidly adhered to...our relationships personal and friendly.

Unbeatable Agency Contract—(Ask any North American Agent what he thinks of his contract!)

No Branch Office to compete with you.

Strictly American Agency System.

Concrete Assistance to get you off on the right foot: hard-hitting sales aids, ad mats, promotional materials, etc.

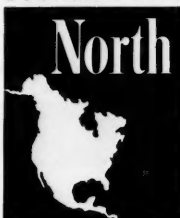
Extra Incentives to supplement your production achievements.

If you are interested in making money—not just today, but years from now—write

S. Robert Rauwolf, Vice President

* . . . the familiar abbreviation for the North American Accident Insurance Company of Chicago—one of America's oldest and strongest stock companies.

FOUNDED 1886



North American Accident Insurance Company

Licensed to operate in the 48 states and the District of Columbia
LIFE • ACCIDENT • HEALTH

209 SOUTH LASALLE STREET • CHICAGO 4, ILLINOIS

MIDWEST

LIFE A & S POSITIONS \$9,000 - \$16,000

Life Actuary	\$16,000
Group Actuary	16,000
Credit Life Supv.	12,000
Sales Promotion Dir.	10,000
Home Office Agcy. Asst.	10,000
Group Mgr.	10,000
Methods Director	10,000
Zone Manager	9,000

Employer pays fee and moving expenses majority of positions.

Openings above constitute only small part of large selection positions available—all areas of the country. Write for details about our operation, no obligation to register.

FERGASON PERSONNEL

Insurance Personnel Exclusively
330 S. Wells Chicago 6, Ill.
HARRISON 7-9040

St. Louis Top City in Gain in Ordinary Life Sales in April

St. Louis led large U. S. cities in percentage increase in ordinary life sales in April with a 36% gain, while Philadelphia led in the first four months with 41%, according to LIAMA.

Other large cities and their percentage increases in April and the first four months, respectively, were Boston, 25 and 15; Chicago, 25 and 22;

Cleveland, 6 and 21; Detroit, 25 and 28; Los Angeles, 15 and 20; New York, 31 and 16; Philadelphia, 25 in April; and St. Louis, 32 in the first four months.

Philadelphia CLUs Hold Forum

Harry S. Redeker, general counsel of Fidelity Mutual Life, reviewed problems arising in the use of life insurance settlement options at the annual spring forum of Philadelphia CLU chapter. Donald McDonald, Philadelphia attorney, discussed buy and sell agreements for partnerships and corporations.

LIAMA Issues New Sales Method Index, Improved Aid in Supervision

LIAMA has issued a revised sales method index for use in supervision or as self-help for agents, which enables the user to analyze strengths and weaknesses on the basis of records of sales attempts.

The revision has a new "Ordinary Agent SMI-101," said to be easier to use, simpler and more complete, and an expanded trainer's manual which

encourages close supervision, shows the supervisor how to detect changes in an agent's selling pattern, and gives the procedure for conference between agent and supervisor after every 30 sales attempts, or at least once a month.

Mass. Mutual Plans for Big Electronic System

Massachusetts Mutual will install a large-scale electronic data processing system involving an investment of more than \$1 million. A committee studying the various models will recommend the type to be installed.

President Leland J. Kalmbach said the constantly increasing volume of new business, the rising number of policies and growth of insurance in force have made it necessary to find more efficient ways to process and store the large amount of information essential to the operation.

An International Business Machines Corp. type 650 was installed a year ago at the home office. Experience showed that increased use of electronic equipment would be advantageous. Preparation for installation of a large-scale system will take about two years.

Conversion to the new system will be gradual, Mr. Kalmbach said. Some home office jobs will change in the long run, becoming more interesting and stimulating. The new computer will not replace anyone. The standing of individuals will be protected and their opportunities will be no less than at present.

The new equipment will enable Massachusetts Mutual to centralize many of its policy record files and save an estimated 14,000 square feet of floor space now being used for record storage. One day's transactions of 10,000 items can be sorted into policy number by agencies in less than three minutes. Reports or premium notices may be printed at a maximum speed of up to 600 lines per minute, with each line consisting of up to 120 characters. Every arithmetic operation in the computer is performed twice and the results compared.

Life Assets in Quarter Rise by \$1,255,000,000

New capital funds becoming available for investment from life insurance assets in the first quarter totaled \$1,255,000,000, representing the increase in assets of the 1,200 U. S. life companies, according to Institute of Life Insurance.

Adding the funds made available for maturities, refundings, prepayments and roll-over of short term securities, total new investments by life companies topped \$4 billion in the quarter. A third of these were corporate securities and a third were real estate mortgages.

The largest block of new investments was corporate securities, accounting for \$1,401,000,000 of the total, 6% less than in the corresponding period a year ago. Mortgage purchases accounted for \$1,384,000,000, down a fifth.

Life of Va. to Show 1,000 Outdoor Ads

Life of Virginia has scheduled outdoor advertising of the slogan "For 86 Years the Natural Bridge to Security" on 1,000 full-color billboards in more than 100 cities in 17 states and the District of Columbia during June and July. The advertisement, which features Life of Virginia's trademark, the Natural Bridge of Virginia, continues the theme of the company's 1956 outdoor campaign in observance of its 85th anniversary.

Mr. Agency Builder

Clinch YOUR Personal Fortune with this Money-Making Magnet!



STRONG PERSONAL PRODUCERS who are especially interested in:

- Top Commissions on 18 Leading Policy Contracts.
- Production Bonus and Long-Term Vested Renewals.
- Non-Contributory Pension Plan for Personal Security.

They Make Money—and You Make Money!



MEN WITH AGENCY-BUILDING AMBITION who are especially interested in:

- Appointing Their Own Agents.
- Increased Bonus and Renewals on Their Agents' Production.
- Contractual Opportunity to Build Their Own Independent Agency.

They Make Money—Their Agents Make Money—and You Make Money!



GENERAL INSURANCE AGENTS AND BROKERS who are especially interested in:

- Ready-Made Sales Packages with Easy-to-Use Visuals.
- Every-Age-Demonstrator-Books for Quick, Easy Sales.
- Streamlined Rate Books for Maximum Production in Minimum Time.

They Make Money—and You Make Money!

ALL of the above Money-Makers for EVERY Agent in The Golden Rule Contract with The Golden Rule Company.

Agency-Building Opportunities in:

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia

COLUMBUS MUTUAL

The Golden Rule Life Insurance Company

Home Office: 303 E. Broad St., Columbus 16, Ohio

Frederick E. Jones, President; Fred C. Adams, Sup't. of Agents

The Golden Rule Agents' Contract will **ATTRACT** and **HOLD every kind** of Agent:

PLUS

Friendly and Effective Home-Office Field Help for **YOU** in Recruiting, Training and Building **YOUR AGENCY!**



CALIFORNIAN WARNS:

More Salesmen Needed to Avoid Over-Production and Recession

A southern California sales executive, who recently addressed a Los Angeles Life Insurance Managers Assn., clearly traced the threat of over-production and recession to an increasing shortage of salesmen.

The speaker, L. E. Doyle, sales and advertising vice-president of Forest Lawn Memorial Park, Glendale, and former executive of Forest Lawn Life, also pointed out that a survey among college seniors on the west coast showed that these young men don't have a very high regard for salesmanship, nor do many of them plan sales careers. About 60% of the college seniors believe the country would be better off, or as well off, if there were fewer salesmen in the country. Only about 24% of the collegians thought that selling rated the title of "profession." A full 90% thinks salesmen have to "shade the truth" because of the nature of their jobs.

Mr. Doyle pointed to a recent *Wall Street Journal* article which reported that the only thing that can have a serious effect on our present economy is over-production, and over-production, Mr. Doyle said, means that more goods are being produced than are being sold. "It doesn't mean necessarily that more goods are being produced this month than were produced six months ago, what it does mean is that we are not selling as much as we sold in the previous comparable period. "Why? Is it because your salesmen and mine, all salesmen, are not doing a good job of selling as previously? No! It is because there are fewer salesmen today than there have been in the past. The number of salesmen is continuing to decrease and if the trend continues the present signs of over-production will become much more widespread."

Mr. Doyle explained that in a recent Sunday's issue of the *Los Angeles Times* there were 19 pages of help wanted ads (four for female help and 15 for male)—almost three full pages of these were for salesmen.

Mr. Doyle reminded the life managers that the U. S. Labor Department recently predicted that there will be 11 million more civilian jobs made available in the next decade; yet, by 1965, there actually will be a decrease of 75,000 in the number of men in the working age group of 24 to 34 (the group from which the largest number of salesmen is drawn), in contrast to the last 10 years when there was a substantial increase in that group.

"Are you alarmed about this?" the speaker asked. "Are you concerned that our major sales manpower market is drying up, and that the cream of this market is being siphoned off by the engineering professions, science,

and other professions? How about the local picture? A few weeks ago an announcement was made in Sacramento that the number of people employed in California was higher than at any other time in the history of the state.

Maybe more important to us as sales executives was another announcement made the very same day—that the number of unemployed people was the lowest rate of any time since 1945.

"I think this last announcement is a very significant one to you and to me. I do not mean to imply that our manpower comes necessarily from the ranks of the unemployed, but I do mean that it is obvious that the number of jobs available for our potential manpower is increasing all the time and the process of recruiting new

(CONTINUED ON PAGE 13)

How to sell more insurance



in
today's
competitive
market

Selling intangibles is an *art*—and it's an art that no salesman is *born with*. You can convince your agents that their company's *policies* are the "best buy"—but until they are *taught* that competition in selling is in the *presentation*, NOT in the policies, they won't sell as many!

Only *your* salesmen can end *your* year with more signed applications and more profits for *your* company. . . . Maybe you have already enthused and stimulated them, but HAVE YOU TRAINED THEM in the art of selling "intangibles"—the sales psychology of dealing with people in terms of what people *want*, and using the techniques that will make people want to buy from *your* company.

The most COMPELLING FORCE you can use is: "AGGRESSIVE SELLING"—the world-famous program that not only inspires and enthuses, it *tells how* to develop the attitudes and techniques that are *guaranteed* to produce results! Each filmed meeting tells "how"—and "why"—with deep, audio-visual impressions that come to mind when they are needed most—on the firing line!

Insurance salesmen (including seasoned veterans) say this program has helped them to close more business against tough competition than anything they have ever seen.

Companies—large and small—are successfully using these films right now to instruct their men how to develop—and remember:

- techniques that sell people . . .
- the attitude that gets business . . .
- how to sell all kinds of prospects . . .
- how to by-pass sales resistance . . .
- why human relations make a big difference in selling . . .
- how to sell advantages and benefits . . .
- why pride in price pays off . . .
- how to close sales NOW!

Through the Better Selling Bureau, these profit-making sales training films are now available to work for you—and make your salesmen better producers immediately. If it's volume you want, here's an opportunity you can't afford to miss. Write or wire *today* for full information on this money-back-guaranteed "Aggressive Selling" program. You'll be glad you did!

BETTER SELLING BUREAU

6108 Santa Monica Boulevard

Los Angeles 38, California

A Division of Rocket Pictures, Inc.

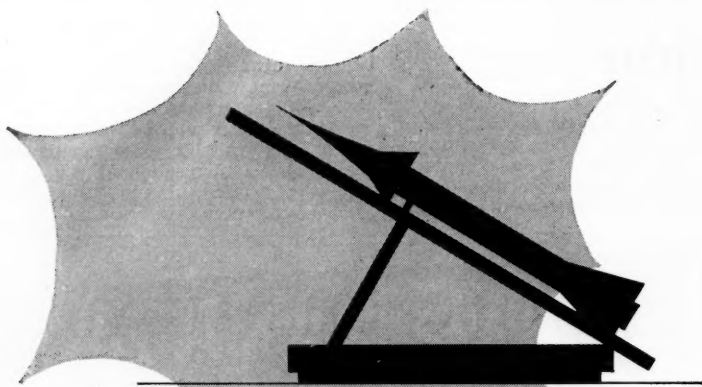
MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES Management Consultants To Insurance Companies

Established 1945
220-02 Hempstead Avenue
Queens Village 29, N. Y.

BOWLES, ANDREWS & TOWNE ACTUARIES

Insurance Company
Management Consultants
RICHMOND ATLANTA NEW YORK



FIREPOWER...

Important to the military and equally important to a successful life underwriter. Good contracts, competitive in price and provisions and covering the entire field of income protection, represent the firepower American United men enjoy in the field.

Life contracts with low net costs and low net payments, unique special options; a complete A & S Kit covering non-can income disability, guaranteed renewable accident, sickness and major medical; plus a sales-minded group staff make for a lot of firepower. American United men can truly offer FULL income protection.

American United Life INSURANCE COMPANY

HOME OFFICE: INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS
UNIQUE JUVENILE • GROUP INSURANCE • GROUP RETIREMENT • PENSION TRUSTS
GUARANTEED RENEWABLE MAJOR MEDICAL • NON-CANCELABLE DISABILITY
GUARANTEED RENEWABLE HOSPITAL AND SURGICAL
SPECIALISTS IN SUBSTANDARD UNDERWRITING AND REINSURANCE

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ASSOCIATIONS

Montana Assn. Elects A. L. Kadlec President at Annual in Butte

Montana Assn. of Life Underwriters have elected A. L. Kadlec, Franklin Life, Missoula, president at the association's annual convention at Butte. Mr. Kadlec succeeds Olaf K. Sather, Northwestern National Life, Helena.

Other officers elected were: Robert W. Holloran, New York Life, Billings, vice-president, and Carl Burgess, Northern Life of Seattle, Missoula, secretary. Logan W. Hurlbert, Franklin Life, Great Falls, and Martin S. Hagenson, Metropolitan Life, Butte, were elected trustees.

One of the principal speakers, Lester O. Schriver, managing director of National Assn. of Life Underwriters, warned of the danger of inflation in U. S. economy. "Even the American government," he said, "can go broke." He recalled that he visited France 30 years ago and paid \$20 for a one hundred franc note. During a recent trip to France, he said he got a one hundred franc note for 25 cents. "The reason for the decline in the value of the franc was that the French government made promises it could not keep," Mr. Schriver declared. "We must think in terms of our government's future when we think of inflation," he added.

Austin Life Agents Elect Murtha President

John Murtha, American General Life, has been elected president of Austin (Tex.) Life Underwriters Assn., succeeding A. J. Clare, State Farm Life. Other officers are: Walter Emmert, Prudential, vice-president; Bart Hodges, New York Life, secretary; and C. L. Westbrook, Life & Casualty, treasurer.

Speaker at the May meeting was C. R. Darling, associate director of the SMU institute. He stressed the importance of buying a plan rather than just a bunch of policies, since this would provide options to meet changed situations which may arise. He also declared that the man who thinks he is not losing anything by delaying buying his insurance is mistaken. He said the late buyer of insurance will pay more for his protection over the short time than he would over the longer period if he had bought it while young.

Hear Insurance Career Puts College Grad in Big Money Bracket Sooner

Young men who make insurance their career move into the higher income brackets sooner than their fellow college graduates in other professions, vocational guidance counselors of Milwaukee city and suburban high schools were told by a panel of insurance men sponsored by Milwaukee A&H Underwriters Assn. and Milwaukee Life Underwriters Assn.

This was a public relations project initiated by A&S association with the cooperation of school authorities as a means of better informing guidance counselors on insurance as a profession, and motivating high school seniors to either seek immediate work in the insurance field or select their college education to prepare for insurance as a life's work.

O. A. Granum, assistant director of agencies at Northwestern Mutual Life, said insurance salesmen coming directly from college usually start out at lower incomes than college grads entering other fields, but overtake their fellows in a short time, and from then on "the sky's the limit." In substantiation, Mr. Granum disclosed that in his own company, over 20 salesmen actually make more than the company president.

He described the insurance business as the "practical answer to socialism" in that it "teaches men to have the initiative and self-reliance to do what they ought to do for themselves and their families—and do it now."

In the past 100 years the entire reversal of man's methods of getting the necessities of life—today 4 out of 5 men depend on a paycheck—has made security of income the dominant factor in the working man's existence, Dale B. Potts, executive vice-president of Wisconsin Casualty Assn. told the group. He described disability insurance as second only to life insurance in premium volume today, stating that there has been a 1,000% growth in this factor in the past 17 years.

Dollar income should be the second consideration of the applicant for a job in life insurance, with personal advancement as the primary goal, H. B. Parks of Prudential's John J. Frey agency of Milwaukee, said. The day is past, he said, when "anyone" can go into insurance. The profession today tries to keep out the unqualified person for his own good and as a public relations gesture to the industry. Aptitude tests quickly uncover the "square peg," but the qualified person is getting major assistance in training and advancement in his profession as never before, Mr. Parks commented.

Ability to learn, as demonstrated through school grades, is a primary requirement for employment in an insurance home office or staff job, said Miss Louise M. Newman, personal director of Northwestern Mutual Life. She pointed out that major companies spend a lot of money on refresher secretarial courses for new employees.

Chicago Women Elect Harmon

Esther Harmon, Acacia Mutual Life, was elected president of Chicago Women Life Underwriters Assn., succeeding Mrs. Blanch R. Way, Massachusetts Mutual Life. Other officers elected were Joan C. Namyst, Equitable Life of Iowa, vice-president; Audrey L. Jackson, Fidelity Mutual Life, secretary, and Florence A. Delster, Guardian Life, treasurer. New directors are Rose Lewin, Metropolitan Life, and Rose Deutch Herman, Mutual Life of New York.

General Higher Interests

General July 1, is scale on a certain an will pay policyholder the comp paid-up i by annual were not profit sha lows the pany's ge and will existing standing —even v state that ticipating The co rate on po and on fu tlement o creased to ly, the ra premiums creased f

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NEWS OF LIFE POLICIES

General American to Pay Higher Dividend, More Interest on Deposits

General American Life, effective July 1, is establishing a new dividend scale on all ordinary plans which contain an investment element and also will pay a higher rate of interest on policyholder funds left on deposit with the company. Also, as of July 1, the paid-up insurance additions purchased by annual dividends, which previously were non-participating, will become profit sharing. This liberalization follows the recommendation of the company's general agents advisory council, and will be made retroactive to all existing paid-up insurance additions standing to the credit of policyholders—even where the policy provisions state that such additions are non-participating.

The company's present 3% interest rate on policy dividends left on deposit and on funds arising out of policy settlement options on deposit will be increased to 3 1/4%. Effective immediately, the rate of interest used to discount premiums paid in advance is being increased from 2 1/2% to 3%.

Maine Fidelity Life Offers Family Policy

Maine Fidelity Life has introduced a family policy which consists of a basic unit of \$5,000 whole life on the husband, \$1,000 term on the wife and \$1,000 term to age 21 on each child, regardless of the number of children.

The convertible amount for the wife is the amount of her coverage, but not less than the \$1,000. Children may convert up to three times their amount. Should the wife die before the husband reaches age 65, an additional \$1,000 per unit is added automatically to his coverage. This added insurance terminates at age 65.

The policy is sold in half-units with a maximum of three units. The premium is based wholly on the husband's age and includes double indemnity and waiver of premium.

Midwest Life Introduces Preferred Risk for Children Cover

A \$10,000-minimum preferred risk ordinary life policy for children under 14 years of age has been introduced by Midwest Life. Rates per \$1,000 on the new policy range from \$8.00 at age 0 to \$9.88 at age 13. Waiver of premium for death or disability of the applying parent, prior to the child's age 21, may be added.

Canadian Insurer to Boost Dividend

North American Life of Toronto will increase its dividend scales as of July 1.

Effective immediately the company has liberalized the rates of interest used in discounting future premiums. The interest rate for such premiums has been increased from 3 1/2% to 4% a year in Canada, and from 3% to 3 1/2% in the United States.

Franklin Cuts Policy Minimum

Franklin Life has reduced from \$25,000 to \$10,000 the minimum amount issued on its select whole life paid-up at 85 policy.

Colonial Boosts Non-Med Limits

Colonial Life has increased its non-medical limits from \$5,000 to \$10,000 at ages 10 through 35.

Columbian Nat'l Premium Discount

Columbian National Life now is discounting all premiums paid in advance at 3% interest compounded annually.

Bankers of Iowa Reduces Some Military Pilots Rates

Some reduction in ratings based on improved mortality experience with mature military pilots have been announced by Bankers Life of Iowa.

Qualified pilots in the armed forces who have more than 800 hours flying experience and have reached age 30 may now be considered for full aviation coverage on life insurance at a basic flat extra premium of \$6 per \$1,000 basic insurance.

Mature, experienced military pilots flying for proficiency only may be

considered at an even lower rating. If they have administrative assignments, are age 35 or over and fly less than 150 hours yearly, these pilots may be considered for full aviation coverage at a basic flat extra premium of \$3 per \$1,000 basic insurance.

Three Southern Insurers to Merge

Reliance Life of Atlanta will be the surviving company in a merger July 1 with Fortune Life of Anniston, Ala. The new company will absorb Kennesaw Life & Accident of Marietta, Ga., on Aug. 26. The resulting company will maintain headquarters in Atlanta and executive offices in Marietta.

IN CONCLUSION

This is the last in a series of advertisements that have appeared for 50 consecutive months, or just a little more than four years.

In them we have pointed out the numerous ways in which trade paper advertising is useful and important. If we have been guilty of repetition, it has only been for the purpose of making the facts abundantly clear.

Over the years that these advertisements have been appearing, it has been gratifying to find that they have been read and discussed. In more than a few cases, they have given company officials a new conception of the importance and influence of insurance trade paper advertising. They have convinced many that the trade press does more for the business as a whole than was realized previously.

So as this campaign becomes a thing of the past, we like to believe it has accomplished its purpose.

The NATIONAL UNDERWRITER

Largest Circulation of Any Weekly Insurance Newspaper



Number 50 of a series

A Service Guide A

Ralph E. Leonard & Company, Inc.

25 Broad Street New York 4, N.Y.

Telephone DIgby 4-7485

"Broker-Dealers in Insurance Stock"

Life — Fire — Casualty

The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

EDITORIAL OFFICE

99 John St., New York 38, N. Y.
Executive Editor: Robert B. Mitchell
Assistant Editors: John B. Lawrence Jr.
and Robert Young Jr.

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Associate Editor: John C. Burrledge.
Assistant Editors: Richard J. Donahue,
Richard G. Ebel, and Philip F. Van Pelt.
Production Editor: George H. Downs.

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Telephone Wabash 2-2704
Advertising Manager: Raymond J. O'Brien.

SUBSCRIPTION OFFICE

420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140

OFFICERS

Howard J. Burrledge, President.
Louis H. Martin, Vice-President.
John Z. Herschede, Secretary-Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

SALES OFFICES

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz and A. J. Wheeler, Chicago Managers. R. J. Wiegand and William D. O'Connell, Resident Managers.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Riverside 7-1127. Alfred E. Cadis, Southwestern Manager.

DENVER 2, COLO.—234 Commonwealth Building, Tel. Amherst 6-2725. Fred L. White, Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Exchange Bldg., Tel. Atlantic 2-5966. D. J. Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg., Tel. Woodward 5-2305. William J. Gessing, Manager for Indiana and Michigan.

INDIANAPOLIS 20, IND.—5634 N. Rural St., Tel. Clifford 3-2276. William J. Gessing, Manager for Indiana and Michigan.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Federal 2-5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street, Room 2420, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Market 3-7019. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St., Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgemuth, Resident Manager.

SAN FRANCISCO 4, CAL.—582 Market St., Tel. Exbrook 2-3054. Richard G. Hamilton, Pacific Coast Manager.

CHANGE OF ADDRESS

Be certain to enclose mailing label with new address. Allow four weeks for completion of the change. Send to subscription office, 420 E. Fourth St., Cincinnati 2, Ohio.

EDITORIAL COMMENT

Big Decisions Made Easier

There is a good deal of joking about executives "making big decisions" but making the right decision on important matters is no joke to a company, the executive who makes the decision or to the many persons in the organizations who are affected by it. So it is gratifying to learn of a technique by which the decision-making process can be made more of a consciously exercised skill and less of a semi-rational, semi-intuitive process that passes for considered judgment largely because there is nobody in a position to point out that it isn't.

This new technique, developed by the American Management Assn., is known as the top management decision game. Patterned to some extent on the war games used by the armed forces to teach strategy and tactics, the decision game starts the contestants off with a hypothetical corporation manufacturing an undescribed product that retails in the \$5 to \$7 range. All the pertinent facts about the corporation and the situation it faces are given to the contestants and it is up to them, through exercise of the same kind of judgment that they would use in real business, to reach the end of the game with their team's corporation in the best financial position.

In this way, the contesting team has the opportunity to make numerous important decisions within short periods of time—decisions that might be spread over years in an actual business operation.

An essential part of the game is an electronic computer into which has been fed all the pertinent data, and which acts as the official scorekeeper. Because of the computer's speed, it takes the machine only about two minutes to figure out the effects on each "company's" financial position of its own and its competitors' decisions. Thus, a few hours of concentrated game play can be made to simulate years of business experience.

While the sharpening up of decision-making skill would be desirable under any circumstances, the need for it has become acute in the light of the vast amount of information that a business executive has available today to aid him in making important decisions. A generation ago, such detailed information was largely unobtainable, at least soon enough to be of value in reaching a decision. This paucity of data of course handicapped an executive but at the same time it usually handicapped his competitors about equally. This situation tended to put a premium on the educated guess in arriving at even highly important decisions.

A present day executive nearly always has a vast amount of data that have a bearing on his pending decision but he may have such a surfeit of information that it clogs his decision-making procedure more than it helps. Unless he is very careful, he may well reach a wrong answer by failing to give the correct weight to the various facts spread out before him from his many sources of information. He is

also in danger of focusing on those facts that support his preconceived ideas, while playing down data that challenge them. He may often be tempted to sweep all the papers into the wastebasket and decide on the basis of his experience and intuition—but there is always before him the mental picture of his toughest competitor making sharply intelligent use of the same or similar data, and thereby stealing a march.

Most executives, of course, learn to make decisions by making them on the job. But this has its limitations, as Franc M. Ricciardi, AMA vice-president in charge of divisions, points out in connection with the business game. Few specialists, for example, ever have the opportunity to make decisions on an over-all company basis. In many organizations only the president is in a position to view the company as a whole. Often he alone is really aware of the relationships among its parts and in a position to appreciate the organization's role in a larger society, Mr. Ricciardi observes.

The 22 corporation executives—mostly company presidents—who took part in the first public playing of the business game included two from the insurance business, H. Bruce Palmer, president of Mutual Benefit Life, and William T. Brightman Jr., president of Blackstone Mutual. Observers say that the players entered in with a zest and intensity that made the game seem almost like the real thing. The time for reaching decisions was at first half an hour and was gradually cut down to 10 minutes, forcing the most intense kind of concentration.

While the game is necessarily artificial in many respects, it was found through previous trials that business judgment rather than science or mathematical outguessing of the formulas

involved is what pays off. It was found that business men go ahead and solve the problems on a business basis whereas mathematicians, for example, are quite likely to try to determine the formulas and come up with the "right" answers, but they lose out to business judgment every time.

The players face problems exactly like those that top management meets in daily business, according to Mr. Ricciardi. They are forced to do real strategic planning. They have to decide questions such as whether the company is going to get out on a limb on marketing, plunge on research and development, try for a high volume at low margin, or turn out a high quality product at a high price. The players must be alert to trends, adaptable enough to seize an opportunity when it is offered, and able to switch to a new strategy if the original one fails to work out.

Those who have played the game feel it has great possibilities for improving judgment and reasoning capacity, according to Mr. Ricciardi. By actually experiencing business decision-making on a high level, the players can acquire an intuitive "feel" for the process that will enable them to act more quickly and more efficiently when the need for decisions arises in their own jobs, he said. He gives this quote from one participant: "The game's great merit lies in reminding players of the complex and interlocking nature of the factors that affect most decisions."

As now set up, the AMA's top management decision game is not a test of executive skill but rather a training device. Nevertheless, the AMA sees indications that good business is the principal ingredient of success in playing the game. Apparently there is reason to believe the game can be developed to the point where it will materially aid in picking out men with a potential for sound business judgment and permitting them to be advanced at a pace commensurate with their talents.—R.B.M.

PERSONAL SIDE OF THE BUSINESS

Roger Hull, executive vice-president of Mutual of New York, introduced the Rev. Dr. Billy Graham at the opening of Dr. Graham's New York evangelist meeting. Mr. Hull is executive committee chairman of the New York crusade staff.

James B. McIntosh, vice-president and assistant to the president of New England Life, has been elected president of Boston University General Alumni Assn.

Jack E. Bell, newly appointed general agent of John Hancock at Tampa, Fla., has been with the company at Columbus, O., since entering the business in 1940. He is past president of Akron Assn. of Life Underwriters and former vice-president of the Ohio association.



J. E. Bell

Theodore P. Beasley, president of Republic National Life, has been elected a member of the national board of Young Men's Christian Assn. He has served three terms as president of the metropolitan board of the Dallas Y.M.C.A. and was recently named an honorary life member of that board. Mr. Beasley is also a member of the executive committee of World Committee of the World Alliance and he will attend the meeting of World Committee at Kassel, Germany in July.

T. P. Beasley

Walter E. Mast, manager at Los Angeles for Continental Assurance, and Mrs. Helen Ector were married recently at Miami, Fla.

Lester S. Roscoe, director of field training for Occidental Life of California, is marking his 20th year with the company. In the business since 1937,

Mr. Roscoe speaker insurance

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Mr. Roscoe is noted as a convention speaker and has written numerous insurance articles.

O. D. Welch, assistant secretary in charge of the claim department of Kansas City Life, as disaster chairman of the Kansas City-Jackson county Red Cross chapter, has been on duty directing Red Cross disaster activities after a tornado leveled some areas in the outskirts of Kansas City last week, killing 36 persons and injuring over 150.

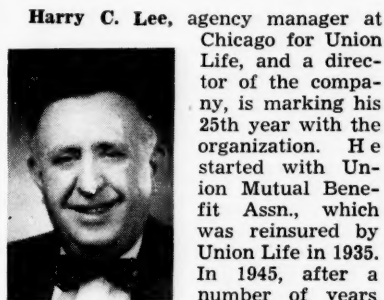
John E. Mangrum, vice-president and treasurer of Southland Life, has been elected a vice-president of Big Brothers Assn. of America. He attended the annual convention at Hamilton, Ont., where he represented the Dallas association of which he is a former president.

Paul F. Clark, chairman of John Hancock, will receive one of the three honorary doctor of science degrees to be awarded at the June 16 commencement exercises of Lowell Technological institute.

Lee P. Stack, vice-president for finance of John Hancock, has been elected chairman of the executive committee of the board of New Haven railroad. He also was elected a director of Traceriba, Inc.

W. Paul Stillman, chairman of Mutual Benefit Life, will be honored as "The Outstanding Citizen of New Jersey for 1956" by Advertising Club of New Jersey at the club's annual outstanding citizen award luncheon June 4. Deputy Under Secretary of State C.

Douglas Dillon, former ambassador to France, will be principal speaker, and Club President William B. Rearden called Mr. Dillon's appearance "a fitting tribute to Mr. Stillman's long record of public service and civic responsibility."



Harry C. Lee, agency manager at Chicago for Union Life, and a director of the company, is marking his 25th year with the organization. He started with Union Mutual Benefit Assn., which was reinsured by Union Life in 1935. In 1945, after a number of years as a leading producer, he was promoted to agency contact man, and four years later became agency manager and a director.

Harry N. Kuesel, manager at New York for 27 of his 30 years with Phoenix Mutual, has relinquished active direction of the agency to become consulting manager. He also will serve as a consultant to the sales training division at the home office.

Lloyd W. Stearns, executive assistant to Senior vice-president Samuel Milligan of Metropolitan Life, has been cited by Secretary of Defense Wilson for his service to national resources conference since 1950. Maj. Gen. Robert P. Hollis presented the citation before 500 representatives of business and industry taking part in the 2-week

session in New York City. Mr. Stearns has been vice-chairman of the New York conference committee for seven years.

An amazing family record of 148 years of service with a single company in the same city was noted May 27 when **William A. R. Bruehl Jr.** of Cincinnati rounded out 50 years with Home Life, as agent and general agent. The service of the Bruehl family began in 1861, when **R. A. W. Bruehl** opened the Cincinnati general agency for Home Life, continuing until his death in 1893. His son, the first **W. A. R. Bruehl**, joined the agency in 1882, became a partner a few years later and continued as general agent after his father's death until he retired in 1944. He died in 1947. **W. A. R. Bruehl Jr.** planned on engineering as a career and graduated in chemical engineering from University of Cincinnati in 1907. However, he became interested in life insurance and signed his contract with Home Life and sold his first policy a short time before his graduation. Mr. Bruehl succeeded his father as general agent. He retired from that position at the end of 1951, but continued as a personal producer. Mr. Bruehl's son, **Rev. R. A. W. Bruehl II**, went with Home Life after graduating from University of Cincinnati in 1935, leaving in 1939 to enter the ministry. He is now pastor of Grace Methodist church of Blue Island, Ill. Thus the 32, 62, 50 and 4 year terms of the Bruehls aggregate 148 years for Home Life in Cincinnati. The story is not ended, for **W. A. R. Bruehl Jr.**

is still active under T. A. Bittenbender, the present manager.

William W. Williamson and his son, **Norris**, were honored at a reception and dinner in Chicago this week as a father and son team in the same agency of Connecticut Mutual Life. The family association with the company began in 1927 when the elder Mr. Williamson established Connecticut Mutual's third general agency at Chicago. His son, who at that time had just graduated from Dartmouth, entered the life business with his father. The younger man now heads the agency. The senior Mr. Williamson is nearly 90 but is still active in the agency as associate general agent.

DEATHS

MORRIS E. WILDER, 30, assistant manager at Indianapolis for Western & Southern Life, died.

DR. HERBERT OLD, retired medical director of Provident Mutual, died unexpectedly while addressing a meeting of University of Virginia Club. He joined the company as assistant medical director in 1914, becoming associate director in 1935 and director in 1940.

HARVEY R. GAINES, supervisor of business machines installation of Business Men's Assurance, died in St. Marys hospital at Kansas City after an illness of six days. He was 36.



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There's still time to check on the
NEW GENERAL AGENCY OPPORTUNITIES

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Republic National Life Insurance Company

Top Commissions • Vested Renewals
Complete Line of Life and Accident and Health
Group • Sub-Standard • Pension Trust
Franchise • Guaranteed Issue

Will accept Non-Medical to \$25,000
For full time Agents and General Agents

Write James W. Galloway, Associate Director of Agencies

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MORE THAN A BILLION LIFE INSURANCE IN FORCE

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THE PILOT PROTECTS OVER 3 MILLION



Knowledge, foresight, ability and courage inspire confidence. Small wonder, then, that so many people are insured by Pilot Life Insurance Company.

It takes knowledge and foresight to chart the most effective insurance plan for millions of people. More than 3 million people are now covered by The Pilot's insurance plans, with a total of more than \$1,103,000,000 insurance in force.

It takes ability and courage to pioneer in fields never before insured. Pilot Life is famous for its sound, practical innovations in the insurance field.

The Pilot's agents are secure in the knowledge that The Pilot knows where it is going—and has the ability and courage it takes to get there.



Pilot Life Insurance Company

PILOT TO PROTECTION FOR OVER FIFTY YEARS
O. F. STAFFORD, PRESIDENT GREENSBORO, NORTH CAROLINA



At Restful HOTEL Mountain Lake

Mountain Lake, Virginia

A new world of tranquil beauty . . . days that sparkle with brilliant sun . . . nights that are cool enough for blankets. A perfect place to loaf your time away . . . or enjoy tennis, fishing, swimming, golf, horseback riding, or mountain climbing in the picturesque mountains of Virginia . . . Choice of superb resort hotel accommodations or secluded rustic cottages.

Open June 1
thru
Sept. 15

AMERICAN PLAN
Reasonable Rates

AFFILIATED NATIONAL HOTELS

FIELD CHANGES

State Mutual

William J. Killea III has been appointed manager at New York to succeed Gerald H. Young, general agent, who resigned to become a 2nd vice-president of Prudential. He joined State Mutual nine years ago and advanced to assistant general agent in charge of recruiting and training new organization. He is a CLU. George Seibert and Robert L. Mazzeo are continuing as brokerage manager and assistant manager in charge of new organization, respectively. The agency will remain at 96 Fulton street.



W. J. Killea III

General American Life

Louis P. Kruzick has been appointed general agent of a new agency at Davenport, Ia. The agency, located at 414 Putnam building, will serve the quad-city area of Davenport and Rock Island, Mo. line and East Moline, Ill. Entering insurance in 1951, Mr. Kruzick had been district manager at Davenport for Connecticut General Life for six years prior to joining General American Life.



Louis P. Kruzick

Bankers Life of Nebraska

S. E. Klein has been appointed general agent at Portland, Ore., for Bankers Life of Nebraska. Mr. Klein moves to Portland from Spokane where he has been in the insurance business since 1939 and currently was serving as secretary of Spokane Life Underwriters Assn.

Travelers

Carter Johnson Jr. has been appointed manager at South Bend. He joined Travelers at Dallas in 1952 and became assistant manager in charge of the Shreveport branch in 1955.



Carter Johnson Jr.

Colonial Life

Christy F. Aicher, manager since 1947 at East Liberty, Pa., has retired. He joined Colonial Life at New Castle, Pa., in 1926 and became manager at Uniontown, Pa., in 1929. He later served as manager at Rochester, Pittsburgh, Norristown and Butler, Pa. President Richard B. Evans presented Mr. Aicher a gift on behalf of his fellow managers and paid tribute to his service at a dinner.

Columbian National

Leo J. Golash Jr. has been named manager at Springfield, Mass. Before joining Columbian National, he was assistant manager in charge of State Mutual's Albany office. He previously was with Berkshire Life for four years and a sales assistant of State Mutual for two years.

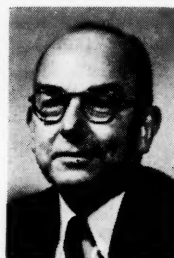
Life of Virginia

Raymond M. Fox has been appointed a regional director of agencies in charge of Life of Virginia's ordinary agencies in Texas and Oklahoma. He began his career with New York Life in 1934 and later was with Equitable Society and Great National Life in Houston.

Northwestern Mutual

Donald M. Rowe has been appointed district agent at the Hempstead, Long Island, office of the Johannsen agency at New York. He has been with Northwestern since 1954.

A father-son partnership will head the Philadelphia general agency of



A. C. F. Finkbner Sr.



A. C. F. Finkbner Jr.

Northwestern Mutual Life with A. C. F. Finkbner Jr. becoming a partner general agent with his father, A. C. F. Finkbner, general agent there since 1930. The partnership will be known as Finkbner Co. The younger Finkbner has been a special agent in the Philadelphia general agency since 1948 and qualified for the Million Dollar Round Table in his first 12 months as an agent. The senior Finkbner has been with Northwestern Mutual for 34 years. He was a partner general agent in Philadelphia from 1930 to 1940 and has been the sole general agent since then. He is a past president of Philadelphia Sales Managers' Assn., the local chapter of American Society of CLU, Philadelphia Life Insurance & Trust Council, Pennsylvania Assn. of Life Underwriters, and Northwestern Mutual General Agents' Assn.

The new Springfield, Mass. general agent is A. Davis Baker, who has been district agent in Worcester, Mass. since 1951. He succeeds G. Brady Buckley who is relinquishing his duties to become a special agent in the Springfield agency.

Under Mr. Baker's direction, the Worcester agency has become the leader in its region and now ranks ninth among Northwestern Mutual's 234 district agencies. He entered insurance in 1953 and is currently secretary-treasurer of Worcester General Agents' & Managers' Assn.



A. Davis Baker

Great-West Life

Dennis E. Clark has been appointed manager at the new Dayton branch office of Great-West Life. Mr. Clark joined the company in 1952 at Columbus and two years later became branch supervisor there, a position he held until his present appointment.

Occidental of California

Occidental Life of California has opened its third office in Detroit and has appointed Kal Gladstone as general agent. Before joining Occidental, Mr. Gladstone was an agent at Detroit for Continental Assurance.

Robert L. Flick has been advanced from brokerage manager to assistant branch manager at the California branch office of Occidental Life at Pasadena. He has been brokerage manager there since 1953. Prior to that he was brokerage assistant for six months and a personal producer for more than two years.

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More Salesmen Needed to Avoid Recession

(CONTINUED FROM PAGE 7)

men into our sales departments, although difficult now, is becoming and will continue to become more and more difficult.

"Another thing that disturbs me greatly, and should disturb you, is the fact that fewer and fewer of our young people are planning to make selling their career. They seem to be avoiding it like a plague and are entering other fields they consider to have a higher social status and which they think are more lucrative."

Mr. Doyle turned his attention to a recent revealing survey among college seniors which was taken by the Los Angeles Sales Executive Club. One of the questions asked in the survey and the responses to it follows:

"If there were 10% fewer salesmen in the United States, would we be better off—about as well off—or about as worse off? A total of 33% of the seniors thought we would be better off, 30% thought we would be about as well off, while 37% thought we would be worse off. In other words, 63% of the college seniors believe we would be better off, or as well off, if there were 10% fewer salesmen in this country."

"Less than one-fourth of the seniors believed," Mr. Doyle said in referring to the survey, "that you and I, and our salesmen, are what create the high standard of living enjoyed by this country today."

"Here's one for you" Mr. Doyle said in continuing his explanation of the survey. "Again it concerns an opinion regarding the belief which most impairs respect for selling. The question asked was 'Why does not selling enjoy greater respect and prestige?' The answers were as follows: 1. Almost anyone can get a sales job—20% of the seniors. 2. Salesmen push in when not invited, or press people to buy—18% of the seniors. 3. Salesmen exaggerate, tell part truths, use gimmicks, or are insincere—40% of the seniors. And last but not least—some seniors said salesmen don't produce anything. They are parasites. This was the feeling of 4% of the seniors."

"I think from these findings contained in the report," Mr. Doyle said, "it is obvious there is a big job to be done among college seniors and effort made to change their feelings toward selling and selling as a profession."

"I wonder how the high school students feel on these subjects? From what we have been able to determine, their attitudes are pretty much the same. There appears to be no interest

whatsoever on the part of high school students toward selling as a career. As a matter of fact, the Los Angeles board of education over the past 11 years has hired only two teachers to teach salesmanship in the city schools. These two teachers are now teaching something else because there was not sufficient interest among the students to justify the existence of a teacher in salesmanship. This is a pretty bad situation."

"Whether you employ one salesman or a score of salesmen, as an employer of salesmen, and a person interested in the future of our economy, you have a duty, an obligation, to interest yourself, and to assist in doing something about this problem," Mr. Doyle said. "Let me give you an example what I think can be done and what we in Los Angeles are doing."

"Several weeks ago we invited the vocational guidance teachers of the Los Angeles city schools to an institute. We had 103 of these teachers present on a Saturday morning. We broke the group up into three small groups. With each small group there were three members of our club (Los Angeles Executives Club). These men described to the vocational teachers what they looked for in young people as potential salesmen, how they recruited them, methods of training, opportunities for advancement, and earning possibilities. Following these small meetings, we had the entire group together at a luncheon and gave them a good talk on the importance of salesmanship in the economy and their obligation to be on the look-out for students with potential sales ability."

"We must get to those people who influence the youth of our community in the choice of their careers. Our educators don't know what to look for; how to guide; what to recommend. Our educators should know that regardless of what a young man or woman decides on as a career, that young man or woman should be exposed to one or more courses in salesmanship during his or her educational career. Talk to young people. Conduct yourself and have your men conduct themselves on a high plane. A man must be able to sell himself and his ideas."

Harmelin agency of Continental Assurance at New York on June 5 will begin another free, 5-lecture course to prepare brokers for the New York state life agents' examination on June 20.

WHAT'S IN A CONTRACT?

We have one of the finest salary contracts available to new agents anywhere—but our offer doesn't end there. Our clean merchandise gives you what you want for modern competitive selling—and we're small enough to give you personal attention. Grow with us!

Midland National
LIFE INSURANCE COMPANY

HOME OFFICES

Watertown, South Dakota



Nate Kaufman, Life and Qualifying Member



Thomas H. Redmond
Qualifying Member

CONGRATULATIONS TO...

OUR
MILLION
DOLLAR
ROUND
TABLE



Eugene K. Druart, C. L. U., Qualifying Member



Maurice A. Kennedy, Life and Qualifying Member

WALTER H. HUEHL, President

ARNOLD BERG, C. L. U., Agency Vice-President

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INSURANCE COMPANY

Mutual—Established 1905

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AGENCY OPPORTUNITIES in Fla., Ill., Ind., Iowa, Ky., Mich., Minn., Mo., N. D., Ohio, S. D., Texas, Wis.

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WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

GENERAL AGENCY OPPORTUNITY PITTSBURGH, PA.

Pan-American Life Insurance Company of New Orleans has an opening for a qualified man to assume the responsibilities of General Agent of our Pittsburgh, Pa., territory. He should be well acquainted with Pittsburgh and surrounding areas.

Because of poor health, L. S. Brown, who so ably served as Pittsburgh General Agent for Pan-American over the past 45 years, is retiring—thus making this opening available. The Company has more than \$28 million of insurance in force in Pennsylvania.

Send complete resume and photo in complete confidence to Vice-President & Agency Director, Pan-American Life Insurance Company, New Orleans, La.

SALES PROMOTION MANAGER

For life insurance—brand new company recently organized by large successful casualty company. Excellent opportunity on eastern headquarters staff for experienced man in his 30's. Send complete resume including age and salary requirements to: Box U-76, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED— ESTABLISHED GENERAL AGENCY SALES ORGANIZATION!

Take complete charge of area sales for rapidly expanding Life and A&H Company featuring:

- Five outstanding special life policies plus regular contracts.
- Low cost Level and Reducing term.
- Group Insurance—Life and A&H.
- Guaranteed Renewable for Life as well as commercial Hospital contracts.
- Non-Can A&S contracts.
- Top commissions.
- Immediate Vesting.

Act now! Openings now available in Michigan, Indiana, Minnesota, North Dakota, Montana, Nevada, Utah, and Washington.

This may be your big opportunity to round out a full productive capacity of your organization! To receive full particulars, you need only to submit your organization name, address and telephone number.

Our Vice President in charge of agencies will call you to arrange a personal interview. Reply immediately to Box U-73, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

DISTRICT AGENT WANTED

Successful young Los Angeles Life and A & H Agency of reputable old line Mid-western Company needs management assistance because of rapid expansion. Man applying must have successful management experience and successful personal production record.

Write to Box U-80, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois; give resume of experience; age; education; marital status; address and telephone number. Replies will be held in strict confidence.

ACTUARY

Under thirty-five years of age for well established firm located in Pennsylvania specializing in Pension and Profit Sharing Plans. Membership in Society not essential. Replies strictly confidential and our associates know of this advertisement. Apply Box U-63, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

CREDIT LIFE

We seek Credit Life and Accident and Health representation to merchandise our top plans of Credit Insurance. Now operating in 31 states and writing over 5 million dollars in Credit Life premiums, our expanding, dynamic Company is recognized as one of the leaders in this specialized field. Top arrangements offered. Your inquiry cordially invited.

American Bankers Life Assurance Company
of Florida
P. O. Box 4980 Miami, Florida

HOME OFFICE LIFE OPPORTUNITY

As the Agency Director of a midwestern Life and A&H Company now expanding into the agency field. Youth is no handicap if you have had some experience in the development and supervision of agents. If you are ambitious to make the most of an unusual opportunity and are looking to the future write Box U-64, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

INSURANCE COMPANY MERGER DESIRED

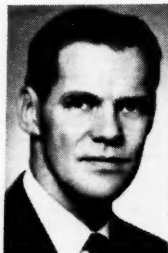
A & H and Life Stock Company currently operating in Okla. & Mo. Capital and surplus \$175,000. 1957 premium income will exceed \$250,000. Over million dollars of life business in force. Company actively operating for 20 months and has agency plant of 50 agents. Young aggressive management. Will talk merger to interested company on an exchange of stock basis, or will buy your stock. Principals only. Confidential. Address Box U-70, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY WANTED

Actuary for old established Actuarial Consulting Firm in Philadelphia. Give full background, experience, salary desired and membership, if any, in Actuarial Societies. All replies confidential. Address Box U-79, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

COMPANY CHANGES

Manhattan Life



F. W. Lohm

Frederick W. Lohm, eastern division superintendent of agencies, has been appointed director of agencies. Before joining Manhattan Life in 1954, he had been with Home Life for 18 years and was head of its training department.

Shenandoah Life

Armand L. Sanderson has been appointed comptroller to succeed Thomas T. Moore, who has been elected financial vice-president. Mr. Sanderson joined Shenandoah's accounting department in 1936, becoming assistant treasurer in 1944 and assistant comptroller in 1947.

Loyal Protective Life

Stuart M. Shotwell has been appointed 2nd vice-president. He will continue as associate actuary, a post to which he was recently appointed. In his new capacity, he also will be responsible for Loyal's group program. He joined the company as assistant actuary in 1954. He is a fellow of Society of Actuaries.

Massachusetts Mutual

Morey I. Stearns has been appointed assistant general auditor and Roy T. Fenton has been named manager of the mortgage loan and real estate records department. Mr. Stearns and Mr. Fenton have been manager and supervisor, respectively, of the mortgage loan and real estate accounting department. Mr. Stearns joined Massachusetts Mutual's auditing department in 1930. Mr. Fenton joined the mortgage loan department in 1923.

Equitable Society

W. Walter Mincks, group underwriter, has been elected 2nd vice-president in charge of the group underwriting bureau in the actuary's department. He joined Equitable Society in 1926 and is a fellow of Society of Actuaries.

RECORDS

PROVIDENT MUTUAL—The \$2 billion mark of insurance in force has been passed. Of the total, \$1,843,000,000 is ordinary and \$183,500,000 is group life. Progress is being made in both ordinary and group A&S plans.

MIDWESTERN UNITED LIFE—New business in April amounted to \$5,525,844, the largest production ever for one month in the company's history. This production brought Mid-

ARE YOU LOOKING

For a success-proved, under 40, insurance exec. Experience from grass roots to top direction. Well rounded, all lines. Now well-paid Agency V.P. with reputable Co. Need more challenge. Want to talk. Salary plus stock or profit sharing. Write Box U-77, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

FOR SALE \$425,000 Premium Income

Over 7 million industrial, 2½ million ordinary, profitably concentrated competent agency force included. Has been consistently producing nearly a million a month. Company needs money. EXCEPTIONAL opportunity.

Sedgwick Co. Insurance Company Consultants
La. 6-8557 Dallas 5, Texas P.O. Box 8123

western United Life's total insurance in force to \$160,048,369 at the end of April, which was designated "President's Month."

Midwestern United Life at the end of 1956 had \$95,894,238 of ordinary insurance in force in its home state of Indiana. A previous tabulation in THE NATIONAL UNDERWRITER erroneously listed this figure at \$75,894,238.

JEFFERSON STANDARD LIFE—Agents wrote 710 applications totaling \$5 million dedicated to Miss Mary R. Taylor, agency relations director. The special tribute was paid her when she returned to the office after recovering from injuries suffered in a fall two months earlier.

OLD LINE LIFE—New paid-for life business of Old Line Life for the first 1957 quarter totaled \$6,210,282, a gain of 18% over the period a year earlier and total in force reached \$189,794,263. New investments made during the three months totaled \$2,016,000, of which \$1,306,000 was in real estate mortgages and \$710,000 in bonds. The average rate of interest return on such new investments was 4.79%. Gross income increased 5%. Total assets were \$57,574,947 at the end of the quarter.

TRAVELERS—The Hartford office led all United States and Canada offices in paid life volume in the first quarter, up 47%, and showed a 74% gain in March. It was the best quarter on record for the branch. Next in order for the quarter were Los Angeles, 80 John street in New York City, and Chicago. Leading life agent in the Hartford office during this period was Hunts St. John, Suffield. Others placing behind him in order were John K. Pratt, Waterbury; Merritt W. Treat Jr., Hobart L. Potter, Paul P. Mitnick and Richard Dolan, all of Hartford.

MANHATTAN LIFE—A new 1-month record of \$25,288,476 in ordinary sales was established in April, designated president's month in honor of President Thomas E. Lovejoy Jr. This exceeded by \$4 million the best previous month, November of 1956. Including group life, the April figure was \$33,322,226, also a new record for one month. Grosten agency at Los Angeles led in both ordinary and group sales with \$2.6 million and \$4,645,000, respectively. Harold L. Regenstien, New York City, led in ordinary volume and lives in the country and New York.

EQUITABLE LIFE OF IOWA—At the end of April, assets were in excess of \$590 million and insurance in force stood at an all-time high of \$1,522,698,754. New paid life insurance during each of the first four months showed a gain over the corresponding month in 1956, resulting in a four-month total of \$60,239,910, a gain of 17.1% over the corresponding period in 1956, representing the greatest first four months in the company's 90-year history.

GENERAL AMERICAN LIFE—Year-to-date figures through April show a 15% increase in paid ordinary life over the same period last year with a total of \$36,715,763 compared to \$31,905,689 for 1956. Group life figures showed 69 new contracts for a total of \$139,937,467 as compared with 54 cases for \$46,607,988 for the same period last year. The company's masterplan sales accounted for 13% of written ordinary business for the four-month period. Business and professional men's income protector contracts accounted for 31% of year-to-date figures for personal A&S. At the end of April, Kameaina agencies in Honolulu was ahead on the year-to-date paid life volume list and production for first-year organization with \$2,194,498.

Manhattan Life has been licensed in Georgia, Nevada and Rhode Island, bringing its area to 28 states plus District of Columbia and Alaska.

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Record 357 Attend LIC Annual at Carolina Resort

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to the public possible. Agents themselves sometimes demand these policies and a group of million dollar round table members is being fostered based on term business and low commissions.

The background for the development of the new X-17 mortality table was given by A. N. Guertin, actuary, American Life Convention. When the CSO table was adopted, it was not anticipated that the improvement in mortality would be so rapid. Existing statutes have made it difficult, particularly for some of the companies, in their deficiency reserve requirements. He pointed out that it is a compromise, in effect, because 100 differ-

J. I. Cummings, the incoming president of LIC, was last year and has been president of Empire Life & Accident since 1955. He joined the company in the field in 1937 and became southern division manager two years later. He became a vice-president in 1942, first vice-president in 1945, and executive vice-president in 1955. He attended Indiana university and received a law degree from Cumberland university. Mr. Cummings has served five years on the conference executive committee and served as its secretary and 2nd vice-president previously.



J. I. Cummings

ent actuaries working on the problem would come up with 100 different tables. A very large volume of business, with over 40 companies involved, was studied in its preparation.

Legislation on a permissive basis has been introduced in New Jersey, where it has already passed the house and will probably be enacted.

R. B. Evans, president of Colonial Life, who presided during the discussion on the table, pointed out that American Life Convention has not gone on record in its favor and its executive committee voted to postpone action on it until more information have been obtained and study given for presentation at its annual meeting. Its committee has recommended to the National Assn. of Insurance Commissioners that more study be given before any action is taken.

Three common objections to the X-17 table were discussed by N. M. Hughes, vice-president and chief actuary, National Life & Accident, and chairman of the ALC actuarial committee. Mr. Hughes said Mr. Guertin had not attempted to inject any personal bias into the problem in reporting on the research done by the committee and had merely reported on the results of its work. There are honest dissenters or doubters who have wondered what it is all about. No one is trying to put over anything on anyone else, he asserted.

Answering the objection that a mortality table should not be adopted which lowers reserves, he said the effect of interest is so much greater than any change in mortality, that it is unnecessary to worry about any change in mortality. The reserves at different ages required by the X-17 table are still higher than American experience table.

Regarding charges that the industry gave in too much to the commissioners on too many points, he stated that this criticism was unwarranted and that the industry and commissioners' committees had worked closely together on the problem and had striven to arrive at the most equitable solution for all concerned.

With respect to the objection that a rate war is likely to be created, Mr. Hughes remarked that cartels are formed abroad to avoid price wars while American business philosophy is to pass the benefits on to the consumer when savings are possible.

The issue, he said, is whether the stock companies should have their hands tied behind their backs while so large a part of the business is handed over to companies not tied to big deficiency reserve requirements.

Award winners in the publications and house organ contest, Mr. Stafford announced, were: Best mimeographed weekly, Union National (La.) Record; best printed weekly, National Life & Accident *Our Shield*; best mimeographed monthly, Progressive Life (N.J.) Review; best multilith offset monthly with industrial receipts over \$5 million, American National *Star Bulletin*; best multilith offset monthly with industrial receipts under \$5 million, Home State Life *News from Home*; best printed monthly with industrial receipts over \$5 million, Liberty National *Torch*; best printed monthly with industrial receipts under \$5 million, Empire Life & Accident *Broadcaster*.

The current Washington picture was discussed by E. M. Thoré, general counsel, Life Insurance Assn. of America, who commented on such topics as proposed new Securities & Exchange Commission regulations of life company stock sales; inflation; social security; union welfare fund problems, and life company income tax developments.

Seldom has any year produced more changes in the business than the past one, M. B. Williams, executive director, said in his annual report. Among these he cited the continued organization of new life companies; more life companies entering the accident and health field; purchase or development of fire or casualty affiliates by life companies and vice-versa; more termination dividends; premiums graded by policy size and liberalization in underwriting rules.

He pointed out the controversies arising because of group limits; double dollar, bank loan, variable annuity and special policy plans. One of the dramatic examples of new merchandising plans is the family policy offered by a growing number of companies.

Last year proved to be an outstanding one for the business. Member companies had a total premium income of over \$1.5 billion; over \$50 billion in force, and over \$7.5 billion in assets. They had nearly 59 million policies in force, serviced by 62,500 agents and 25,700 other company employees. At the end of the year, 91 member companies had home offices in 26 states, D.C., and Puerto Rico.

With 47 legislative sessions, the volume of bills introduced in the various states was tremendous. Insurance is one of the main targets of the tax gatherers as a source of additional revenue. A great deal of activity resulted from bringing various state codes in conformity with the model accident and sickness law.

Most economists, Mr. Williams said,

agree that the economic prosperity will continue, but the question is for how long. New inflationary trends are frightening and a better public understanding of the many factors necessary for a solution is needed.

We should rededicate ourselves to the American agency system and be sure we have a substitute for it before we throw the plan out the window, Lester O. Schriver, managing director, National Assn. of Life Underwriters, asserted in warning that some trends in the business are harmful to its continued existence.

In the frenzy for volume, too much

emphasis is being placed on term insurance, he said. The best investment is a good, sound permanent policy. "It is the only investment in the world that matures if you don't."

He warned of the danger of an ever-expanding social security program. It is expected eventually to cost as much as 14% of the national income.

The panel forum on field problems with A. M. Orgain, 2nd vice-president, Life of Virginia, as moderator, was listened to with close attention. Participating as discussion leaders were J. T. Acree Jr., president, Lincoln In-

(CONTINUED ON NEXT PAGE)

FIDELITY

well-balanced

A well-balanced company is, we believe, a company

- ...whose financial position is strong
- ...whose geographical market embraces a balance of metropolitan, town and rural areas
- ...whose policy contracts include all fundamental coverages . . .
- ...whose contributions to its industry have been recognized as outstanding
- ...whose growth has been steady and uniform
- ...whose size is sufficiently large to assure confidence and prestige
- ...whose management, nevertheless, has never lost the common touch with agent and policy holder
- ...whose reputation as a friendly company has been consistently upheld

Fidelity is a well-balanced company

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



From its missions to Mohammedans in India to its ministry to malefactors in America's prisons, the Lutheran Church aggressively carries out its God-given command to "Go

and preach." In liberally illustrated feature articles, *The Correspondent's* Church-conscious editor T. H. Hartman relates the exciting drama of such far-flung (and often little known) Lutheran activities to his 750,000 readers. *The Correspondent* is published quarterly by the Aid Association for Lutherans at an annual cost of \$50,000 as an important part of its fraternal benevolence program.

Aid Association for Lutherans

APPLETON, WISCONSIN

America's largest fraternal life insurance society

come Life; R. E. Fort Jr., vice-president in charge of field research, planning and development, National Life & Accident; W. J. Hamrick, agency vice-president, Gulf Life, and W. S. Owen, agency vice-president, Life of Georgia. The discussion was continued over for a second day.

W. H. Keck Jr., Unity Life, presided at an informal session on field problems for the smaller companies which was well attended.

The nominating committee report was given by H. C. E. Johnson, Interstate Life & Accident; the attendance report by R. W. Wiltshire, Home Beneficial; membership report by C. E. Phillips, Equitable Life, D. C.; credentials report by J. L. M. Tobias, Palmetto State, and the auditing report by Wyatt Smith, Home Beneficial Life.

"The telephone may either be an instrument of torture or a real sales tool," declared Charles Bury, Charles Bury & Associates, Dallas. "Every call, even a wrong number, is an opportunity to make a sale." He discussed at length at the company management level how to handle both incoming and outgoing phone calls so as to implement good customer relations and described numerous ways to make business letters more effective and save on dictation costs. This portion of the program was sponsored by the public relations committee and J. L. Briggs, Southland Life, introduced Mr. Bury.

Lewis Norman, New York, gave a humorous talk on "The Kick in Life."

A cordial welcome to come to Puerto Rico was extended by W. A. Luhn, president of Atlantic Southern of San Juan, at the annual banquet. The enthusiastic reception of this invitation indicated a possibility of consideration of this site for a future meeting.

Golf prizes were awarded at the banquet by L. L. Hoecker, Home State Life, activities chairman. F. G. Shepard, American United, won the prize for low net and Mrs. Shepard duplicated the feat for the ladies tournament. J. S. Gould, Reliable Life, received the prize for low gross and W. N. Culp Jr., Southern Life & Health, for second low gross.

President Stafford instituted an "unsung hero" certificate award, given to all of the committee chairmen who had worked to make the meeting a success.

K. of C. Achieves New Production Records

The written and paid for business of the Knights of Columbus during the month of April totaled \$17,250,000, a gain of 18% over the previous April.

Issued business for the same month totaled \$16,108,000, a gain of 28% over April, 1956.

For the first four months of 1957 the written and paid for business exceeded \$55 million.

The insurance in force now exceeds \$670 million.

A quartet who contributed to the success of the first sales congress of Illinois Assn. of Life Underwriters at Bloomington are, left to right, Morris G. Fuller, president



of State Farm Life, who presided; John J. Mulder, Mutual Benefit general agent at Peoria, chairman of the congress; Carl E. Lindstrom, Travelers, Evanston, president of the Illinois association, and A. Jack Nussbaum, president of NALU, who addressed the congress.

New Illinois Life Agents' Assn. Officers



Included in the new official state of Illinois Assn. of Life Underwriters are; left to right, Earl Schwemm, Great-West Life, Chicago, who continues an unexpired term as national committeeman, Carl E. Lindstrom, Travelers, Evanston, retiring president; J. Kenneth Wyard, John Hancock Peoria, president; Orville M. Thies, Metropolitan Life, Alton, administrative vice-president, and Gerhard C. Krueger, Equitable of Iowa, Chicago, secretary-treasurer.

Ill. Assn. Revamps By-Laws, Elects Regional V-Ps

(CONTINUED FROM PAGE 1)

the family plan, that agent should take it up with his local association.

Orville Thies, Metropolitan, Alton, the newly elected administrative vice-president of the Illinois association, reported only occasional complaints concerning ethics in the sale of the family plan in his area and said he believes these complaints can best be handled locally. Mr. Thies indicated good underwriting practices still prevail among Illinois agents.

A leading Chicago life agent at the state meeting told THE NATIONAL UNDERWRITER that if the family plan is sound actuarially and in the public interest, it's stupid to argue against it. He said the best way for agents to compete with it is to get their companies to adopt the plan.

One of the chief topics of concern at the Illinois meeting was the failure of the state association to get its prime legislative objective through the legislature in this session. That legislation, a bill to eliminate the temporary licensing of insurance agents in Illinois, was defeated in the insurance committee of the Illinois senate in recent weeks. Reporting on the bill, Norman Jones, Springfield lawyer and counsel for the Illinois association, said the bill was "emasculated and watered down in the house and given a decent burial in the senate."

He said opposition came chiefly from the casualty companies and in particular from Sen. Marvin F. Burt, Freeport, who is chairman and secretary of Bankers Mutual Life of Freeport. Opposition to the bill argued that the licensing law would be a distinct disadvantage to smaller companies and preferment to larger companies, because the small companies are dependent on part-time agents.

Earl M. Schwemm, Great-West Life, Chicago, said he believes the opposi-

tion avoided the real point. He reminded that Illinois Assn. of Life Underwriters is against temporary licensing because it allows persons, with no intention of entering the insurance business permanently, to get a temporary license, "write \$150,000 of coverage on somebody's brother-in-law, take the commission and get out of the business."

It doesn't make any difference whether it is a big or little company or a part-time agent writing the business, Mr. Schwemm explained. Illinois life agents believe it would be just as practical for a part-time agent for a small company to get a permanent license before he starts production as it is for the career agent with the big company. Carl E. Lindstrom, Travelers, Evanston, said the association will sponsor similar legislation with renewed vigor in the next session of the Illinois legislature two years from now.

Gerard Brown, Penn Mutual, Chicago, presided during the annual meeting's section by section consideration of changes in the association's by-laws. In addition to the substantive change allowing for the election of regional vice-presidents, delegates to the annual meeting agreed to a number of technical changes in by-laws, including a revised method for remitting dues from the local associations to the state association.

The day after the annual meeting, which took place at the Illinois hotel in Bloomington, the state association sponsored its first sales congress, a successfully inspirational and educational affair which drew an attendance of some 400 agents to the large auditorium of the Memorial Center on Bloomington's Wesleyan university campus. A presidential parade of speakers was featured, including Clarence J. Myers, president of New York Life; Powell B. McHaney, president of General American Life; A. Jack Nussbaum, president of National Assn. of Life Underwriters, and James J. O'Leary, director of investment research for Life Insurance Assn. of America. Morris G. Fuller, president of State Farm Life, keyed the congress and presided over the entire day's events.

The Illinois Leaders Round Table luncheon during the annual meeting was addressed by Louis Fish, Mutual Benefit Life, Joliet, who currently is writing in the neighborhood of \$1,-

Palmer Expresses Concern Over Family Plan

(CONTINUED FROM PAGE 1)

paring his policy with what a man already owns. He should say plainly and more than once during the interview, "Buy this *only* if you are buying it in addition to your present coverage."

In the case of Prudential, which has been a cause for a number of the complaints about the policy, Mr. Palmer reported that he has contacted James E. Rutherford, vice-president, Chicago regional home office and that Mr. Rutherford is "cooperating 110% in an endeavor to eliminate any possible cause of complaints. He has written individual managers instructing them to do everything possible to stop any type of presentation of the family policy which might conceivably result in complaints such as we have been getting. I am convinced that mid-America (Chicago regional home office) is making a sincere and all-out effort to eliminate the difficulty. I could not ask for better cooperation than I have had from that home office, from the head of it right on down the line."

Mr. Palmer stated flatly that he considers ex-commission group "discriminatory if not out-and-out rebating," and he warned that he will fight any case that develops in Indiana.

"I have the power to stop any domestic company from issuing group without rate loading for commissions and with a reduced premium to reflect the non-payment of commissions, and I am certain that I have the power to prevent any foreign company from writing a case in the state. As to what steps I would take in the case of a foreign company, I have that question before the department's legal advisor at this very moment."

"I am unalterably opposed," Mr. Palmer continued, "to anything that harms the agency system. I believe that service is essential to the proper functioning of life insurance for the protection of our people, and I believe that only the system of individual agents can offer that service. Group is serviced now by the individual agent, free, as a part of his overall operation. Squeeze the agent out of the business, or greatly reduce his number, as ex-commission group will do, and our citizens will not get adequate service on their life insurance—individual or group."

"The agent today is a better qualified man than ever before in history. His service is essential. I'll do everything in my power to protect him because I believe protecting him is protecting the people of Indiana, whose interests I am sworn to safeguard," Mr. Palmer declared.

500,000 a year. Mr. Fish attributed his success to the results of organized activity and service to his clients. Actually, he said, "I am only a half-million dollar producer. The other million is written for old clients and through their referrals." He said he also annually upgrades his clientele as their earning power increases.

At the state dinner of the Illinois association A. M. Nelson, assistant superintendent for Travelers at Hartford, gave an inspirational talk on "The Heart of Things." Introduced as a "true insurance evangelist," Mr. Nelson reminded that life insurance makes it possible for those left behind to live on in decency.

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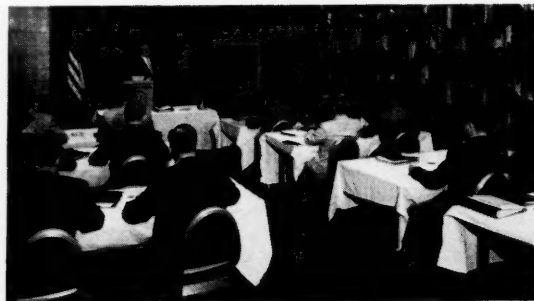
The home of tomorrow will be a push-button miracle, with comfort and convenience planned in every square inch. But in this highly mechanized, electronic world, man will still need the protection and security of insurance plans of The Ohio National Life.



OHIO NATIONAL LIFE

agents
design for
tomorrow, too

A General Agent's School in session. Like the training schools for agents, emphasis is on individual attention and instruction.



A good agent becomes a better agent at The Ohio National Life Insurance Company through a program of progressive training. In the first two or three years of his association he attends four "Schools": Basic, Intermediate and two Advanced to help him make the most of his potential in all facets of life insurance selling.

Ohio National Life's training schools are designed to fully train the agent—full or part-time—in the simplest as well as the most complicated field problems, with emphasis on skill building.

First, the agent learns the elements of life underwriting to get him into quick and profitable production. More advanced classes help him make the most of his abilities and broaden his markets so that he can handle more specialized applications. Finally, in the two advanced schools he studies the more complex problems of life insurance as they apply to estate, taxation, pension and business problems.



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